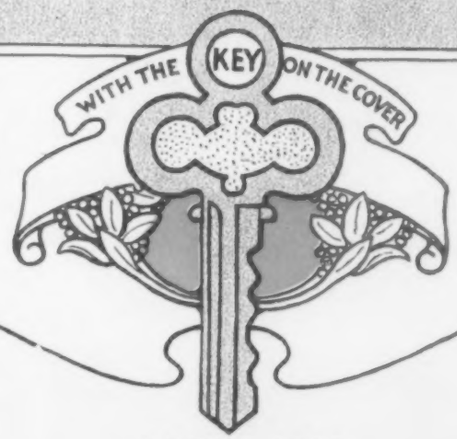
OFFICE APPLIANCES

THE MAGAZINE OF OFFICE EQUIPMENT

FOUNDED BY GEORGE H. PATTERSON

EDITED BY
EVAN JOHNSON



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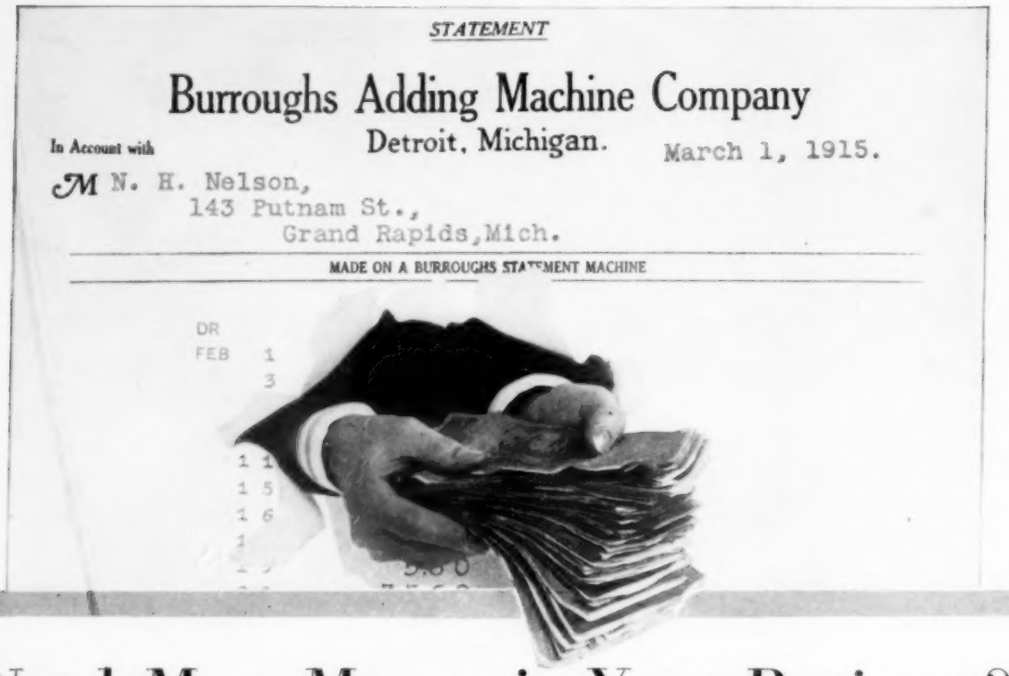

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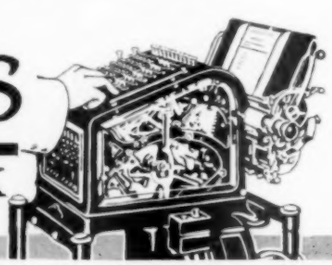

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DETROIT MICHIGAN

OFFICE APPLIANCES

THE MAGAZINE OF OFFICE EQUIPMENT

FOUNDED BY GEO. H. PATTERSON

Managing Editor—EVAN JOHNSON HOBART W. MARTIN, Associate Editor

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Office Appliances is a monthly trade journal covering the manufacture and distribution of office machinery, office devices, office furniture, office supplies and the entire range of commercial stationery. It serves a clientele composed of managers and agents for the various office machines, devices and supplies, commercial stationery dealers and the purchasing agents of many of the largest corporations in the United States. It also reaches some dealers in fifty-one other countries who deal in American office equipment.

The ownership of Office Appliances is vested solely in the officers of the company. No person, firm or corporation, either directly or indirectly connected with the business it represents, has any share in its ownership or voice in shaping its policy, which has in view at all times the best interests of the field it serves. It aims to discuss all subjects fairly, and to furnish its readers reliable information concerning the progress and development of the office appliance industry. It will answer any questions germane to its field to the best of its ability, and it asks its readers in all parts of the world to aid it with inquiries and suggestions, to which it will give prompt and earnest consideration.

ADVERTISING RATES upon application—only articles of office equipment or directly related products eligible.

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VOLUME XXI APRIL, 1915 NUMBER 4

THIS NUMBER CONTAINS

	Page
BATES, HARRY.—A Biographical Sketch	61
BUNGU-KAI.—Front Page of the Japanese "Stationery World"	48
THE DEALER'S ADVERTISING.—Making It Pay.—An Example or Two of Advertising and Window Display	53
DEMONSTRATING OFFICE FURNITURE.—A Few Suggestions upon Presenting Items of the Office Furniture Stock	58
FARGO, CHARLES R.—A Biographical Sketch	61
FARMER BOY BUILDS BIG BUSINESS.—Interesting Sketch of the Life of Harry E. Pence	96
FINDINGS IN DALTON-MOON-HOPKINS PATENT SUIT.—Review of Opinion	76
FROM THE PUBLISHERS' POINT OF VIEW	41
INNER CIRCLE	122
IN OTHER LANDS.—News and Comment from Office Appliances People Abroad	83
MINTINGS FROM MANY MINDS.—Some Good Ideas Having a Bearing on Your Business	45
NEW EDISON TELESCRIPT.—Example of Work of the Telescribe	82
NEW MACHINES AND DEVICES.—Descriptions of Some Things New and Improved in the Office Appliances Field	62
NEWS AND MISCELLANY.—Accounts of Important Events in the Domestic Field	76
PASSED AWAY DURING MONTH	128

(OVER)

Page

PENCIL-MAKING.—Selected from an Address by W. G. Stringer Before the Philadelphia Stationers' Association on March 11. In Two Parts —Part 1 55

PLAYING CARD HISTORY.—Further Points About the Development of Modern Playing Cards 59

POOR EQUIPMENT HANDICAPS U. S. CONSULS.—A Strong Plea for Modern Office Devices and Equipment for America's Representatives Abroad.—By a Special Correspondent..... 67

PURELY PERSONAL 132

REAL QUALITY FOLKS..... 39

RIGHT WAY TO FIGURE PROFITS.—Interesting and Useful Booklet by Thomas A. Fernley, Author of "Price Maintenance" 49

SWITZERLAND AN INVITING MARKET.—By Henry Weiti, Basel, Switzerland..... 69

Page

WHY OLIVER TYPEWRITERS "WEAR THE GREEN."—Some Interesting Things About Color that Illustrate the Thoroughness with Which the Oliver Company Does All Its Work..... 60

CLASSIFIED DEPARTMENTS.

Adding Machines 138

Catalogues 150

For the Attention of the Manufacturer..... 125

Furniture 146

House Organs 152

Loose Leaf 144

Other Machines 140

Patents 154

Ribbons and Carbons..... 148

Stationery 142

Typewriters 134

And the Advertising of the Following Manufacturers:

Page

A

Acme Gold Pen Co..... 135
Acme Staple Co..... 108
Acorn Brass Mfg. Co..... 151
Adams, Henry T..... 130
Addressograph Co. 124
Adjustable Table Co.....145, 151
American Clip Co..... 111
American Electric Co..... 99
American Embossing Co..... 142
American Vulcanized Fibre Co. 143
Ames & Filstead..... 12
Annual Business Show Co.. 123A
Ansonia Novelty Co..... 135
Art Metal Construction Co... 127
Ault & Wiborg Co..... 116
Automatic File & Index Co... 139
Azora Rubber Co..... 131

B

Backes, Jacob 134
Barrett Bindery Co..... 151
Beaumel, D. W., Co..... 146
Beegee Co. 137
Bentley & Gerwig Furniture Co. 32
Berger Mfg. Co..... 26
Blackhall Co., The..... 146
Blickensderfer Mfg. Co..... 32
Boorum & Pease L. L. B. Co... 102
Boston Index Card Co..... 148
Bradley, Milton, Co..... 134
Bristow, Frederick 130
Brown, L. L., Paper Co..... 128
Browne-Morse Co..... 120
Buckeye Ribbon & Carbon Co. 30
Burroughs Adding Machine Co. 2
Bushnell, Alvah, Co..... 136

C

Cameron Sales Organization.. 146
Canode & Hunt Mfg. Co..... 153
Carter's Ink Co., The..... 99
Charlevoix Hotel 155

Page

Chicago Mirror & Art Glass Co. 151
Chicago Safe & Mdse. Co..... 153
Clemetsen Co., The..... 29
Cleveland Leather Goods Co... 136
Clipless Paper Fastener Co... 117
Columbia Ribbon & Carbon Mfg. Co. 32
Commonwealth Hotel 126
Cook, C. A., Co..... 143
Corol Sales Co..... 135
Crane, Z. & W. M..... 155
Crescent Brass & Pin Co..... 148
Crown Ribbon & Carbon Co.. 133
Crystal Mfg. Co..... 151
Cushman & Denison Mfg. Co.. 119
Cutler Desk Co..... 111

D

Dalton, Ernest, & Co..... 138
Davenport Manufacturing Co.. 134
Davids, Thaddeus, Co..... 131
Davol Rubber Co..... 132
Detroit Coin Wrapper Co..... 153
Detroit Show Case Co..... 139
Dick, A. B., Co..... 97
Dietz, J. F. & Co..... 8
Dornette, J., & Bro. Co., The 18
Drop-A-Line Indicator Co.... 131
Duplicator Mfg. Co..... 29
Durkin Typewriter Co..... 114

E

Easy Fastener Co..... 134
Eaton, Crane & Pike Co..... 110
Economy Baler Co..... 132
Elliott Company, The..... 122
Elliott-Fisher Co..... 25
Eureka Blotter Bath Co..... 131

Page

F

Faber, Eberhard. 101
Featherweight Eyeshade Co... 153
Feuerstein, S. B., & Co..... 153
Fireproof Furniture & Construction Co. 17
Fowler-Manson-Sherman Cycle Mfg. Co. 115

G

Gaydoul, Geo. P. 153
General Fireproofing Co.....103-6
General Typewriter Exchange. 18
Gessler, Max, Inc..... 155
Globe Register Co..... 134
Globe-Wernicke Co. 24
Goes Lithographing Co..... 16
Golding Manufacturing Co.... 153
Graff, George B., Co..... 142
Grand Rapids Salvage Co..... 126

H

Hamilton Mfg. Co., The..... 114
Hammond Typewriter Co..... 129
Hampshire Paper Co..... 118
Herkimer Hotel. 153
Heyer, T. A..... 33
Higgins & Co., Chas. M..... 137
Hoge, Hampden. 102
Hoggson, S. H., & Co..... 132
Hub, J. C., Mfg. Co..... 115
Ideal Moistener Co..... 151

I

Ideal Moistener Co..... 145
Imperial Desk Co. 30
Imperial Methods Co..... 156
International Carbon Paper Co. 144
Ireland & Mathews Mfg. Co.. 144
Irish, George, Paper Co..... 145
Irving-Pitt Mfg. Co..... 28

J

Joslin, A. D., Mfg. Co..... 137

Page

K

Kalamazoo L. L. Binder Co... 157
Keeran & Company..... 30
Keystone Carbon Paper Mfg. Co. 130
Kihn Brothers. 149

L

Lavette, H. C..... 115
Lazenby, W. M..... 94
Line-A-Time Mfg. Co., Inc.... 121
Line-Guide Mfg. Co..... 133

M

Manifold Supplies Co..... 95
Marble & Shattuck Chair Co.... 16
Marchant Calculating Machine Co. 112
McFaddin, H. G., & Co..... 151
McMillan Book Co..... 139
Meilicke Calculator Co..... 98
Meilink Mfg. Co..... 33
Melind, Louis, Co..... 138
Merchants Lithographing Co... 137
Mercury Mfg. Co., The..... 149
Meyer & Wenthe..... 145
Mittag & Volger, Inc..... 93
Monroe Calculating Machine Co. 35
Moon Desk Co..... 150
Morschhauser, Wm. A..... 131
Morton Manufacturing Co..... 135
Multipress Co., Inc..... 99

N

National Blank Book Co..... 27
National Desk Co..... 36
Neidich Process Co..... 100
Nelson Tool Co., Inc..... 153
Nichols & Stone Co..... 145

O

Office Specialty Co..... 153
O. K. Mfg. Co. 23
O. K. Multigraphing Co..... 132

Page

Oliver Typewriter Co...Back Cover
Onken, Oscar Co., The..... 107
Ownle Mfg. Co..... 147

P

Pelouze Manufacturing Co..... 139
Pence Mailing Mach. Co..... 140
Phelps, H. D..... 126
Plew & Motter Co..... 97
Postamper Co., The..... 133
Proudfit Loose Leaf Co..... 121

R

Ravenswood Office Specialties Co. 149
Rebuilt Typewriter Co..... 125
Remington Typewriter Co..... 9
Republic-Dodge Mfg. Co..... 155
Roberts, M. E..... 7
Ross-Gould 153
The Rotospeed Co..... 117
Royal Calculator Systems Co.. 147
Royal Typewriter Co..... 13
Rush-Eraser Co. 149

S

Safe-Cabinet Co. 12
Searight Mfg. Co., The..... 138
Sengbusch Self-Closing Inkstand Co. 10
Shaw-Walker Co. 113, 135
Sheppard, C. E., Co..... 152
Siggers, E. G..... 135
Simonson, R. A., & Co..... 126
Smead Mfg. Co..... 123
Smith, L. C., & Bros. T. W. Co. 101
Smith-Premier Typewriter 15
Southworth Paper Co..... 26
Spiro, The C., Mfg. Co..... 153
Spurgin Mfg. Co..... 114
Standard Carbon & Ribbon Co.. 142
Standard Envelope Sealer Co.. 34
St. Johns Table Co..... 143
Stow & Davis Furniture Co... 121
Stransky Mfg. Co..... 137

Page

T

Taft-Peirce Manufacturing Co. 136
Tatum, Sam'l C., Co., The..... 14
Taylor Chair Co..... 31
Tenacity Mfg. Co..... 150
Tengwall Co. 153
Tension Envelope Co..... 8
Terrell's Equipment Co..... 137
Thorp & Martin Typewriter Co. 149
Todd, G. W., & Co..... 130
Toledo Metal Furniture Co.... 119
Triner Scale & Mfg. Co..... 145
Triumph Adding Machine Co... 129
Trussell Mfg. Co..... 155
Typewriter Emporium 145

U

Underwood, John, & Co..... 133
Underwood Typewriter Co..11, 123B
Union Ribbon & Carbon Co.... 138
U. S. T. W. Ribbon Mfg. Co... 135

V

Van Buren Bros. 132
Van Dorn Iron Works Co..... 14
Van Valkenburg, L. D..... 153
Victor Typewriter Co..... 96

W

W. J. C..... 23
Wabash Cabinet Co..... 119
Webster Co., F. S..... 109
Weis Manufacturing Co.....19-22
Western Electric Co..... 34
Wholesale Typewriter Co..... 10
Wiggins, John B., Co..... 149
Wiley, Wm. H., & Son Co..... 142
Wilson-Jones Loose Leaf Co... 38
Wizard Mfg. Co..... 157

Y

Yawman & Erbe Mfg. Co..... 37
Young Typewriter Co..... 129

For the Convenience of the Reader the Lines are Classified:

Page

Adding Machine Roll Paper.
Irish, George, Paper Co..... 142

Adding Machines.
Burroughs Adding Machine Co..... 2
Monroe Calculating Machine Co.... 35
Triumph Adding Machine Co..... 129

Adding Typewriters.
Elliott-Fisher Co..... 25
Remington Typewriter Co..... 9
Underwood Typewriter Co.....11, 123B

Addressing Machines.
Addressograph Co..... 124
Elliott Co., The 122

Agencies Wanted.
Cameron Sales Organization 146

Autographic Registers.
Globe Register Co..... 134

Bailing Presses.
Davenport Mfg. Co..... 134
Economy Baler Co..... 132
Grand Rapids Salvage Co..... 126

Binders.
Barrett Bindery Co..... 151

Blanks for Bonds and Stocks.
Kihn Bros..... 149

Book Rings.
Adams, H. T..... 130

Business Shows.
Annual Business Show Co.....123A

Calculators.
Marchant Calculating Machine Co. 112
Meilicke Calculating Co..... 98
Monroe Calculating Machine Co.... 35
Morschhauser, Wm. A..... 131
Royal Calculator Systems Co..... 147

Callitypy.
Backes, Jacob 134

Card Presses.
Feuerstein, S. B., & Co..... 153

Chairs.
Cook, C. A., Co..... 143
Marble & Shattuck Chair Co., The. 16
Nichols & Stone Co..... 145
Taylor Chair Co..... 31

Check Protectors.
Todd, G. W., & Co..... 130

Coin Wrappers.
Detroit Coin Wrapper Co..... 153

Collection Letters.
Lazenby, W. M..... 94

Page

Copyholders.
Drop-A-Line Indicator Co..... 131
Line-A-Time Mfg. Co..... 121
Line-Guide Mfg. Co..... 133

Copying Devices.
Eureka Blotter Bath Co..... 131
Yawman and Erbe Mfg. Co..... 37

Cuspidors.
Ireland & Matthews Mfg. Co..... 144

Desk Clocks.
Phelps, H. D..... 126

Desk Lamps.
McFaddin, H. G., & Co..... 151

Desks.
Bentley & Gerwig Furniture Co... 32
Browne-Morse Co..... 120
Clemetsen Co., The 29
Cutler Desk Co..... 111
Dietz, J. F., & Co..... 8
Dornette, J., & Bros. Co., The.... 18
Imperial Desk Co..... 30
Moon Desk Co..... 150
National Desk Co..... 36
Stow & Davis Furniture Co..... 121
Van Dorn Iron Works Co..... 14

Display Fixtures.
Onken, The Oscar, Co..... 107

Duplicators (Composition).
Duplicator Mfg. Co..... 29
Heyer, T. A..... 33

Duplicate Letter Machines.
Dick, A. B., Co..... 97
Multipress Co., Inc..... 99
Rotospeed Co..... 117

Duplicate Letter Machine Attachments.
O. K. Multigraphing Co..... 132

Envelope Sealers.
Acorn Brass Manufacturing Co.... 151
Pence Mailing Machine Co..... 140
Standard Envelope Sealer Co..... 34

Envelopes.
Bushnell, Alvah, Co..... 136
Lavette, H. C..... 115
Smead Mfg. Co..... 123
Tension Envelope Co..... 8

Erasers.
Beegee Co. 137
Crystal Mfg. Co..... 151
O. K. Mfg. Co..... 23
Rush-E-Raser Co..... 149
Stransky Mfg. Co..... 137

Eye Shades.
Featherweight Eyeshade Co..... 153

Page

Filing Cabinets, Metal.
Art Metal Construction Co..... 127
Berger Mfg. Co..... 26
Fireproof Furn. & Constr. Co..... 17
General Fireproofing Co.....103-6
Globe-Wernicke Co..... 24
Hamilton Mfg. Co..... 114
Meilink Mfg. Co..... 33
Safe-Cabinet Co..... 12
Shaw-Walker Co.....113, 135
Terrells Equipment Co..... 137
Van Dorn Iron Works Co..... 14
Yawman & Erbe Mfg. Co..... 37

Filing Cabinets, Wood.
Automatic File & Index Co..... 139
Browne-Morse Co..... 120
Globe-Wernicke Co..... 24
Imperial Methods Co..... 156
Shaw-Walker Co.....113, 135
Wabash Cabinet Co..... 119
Weis Mfg. Co.....19-22
Yawman & Erbe Mfg. Co..... 37

Filing Devices.
American Clip Co..... 111
Bushnell, Alvah, Co..... 136
Spurgin Mfg. Co..... 114
Yawman & Erbe Mfg. Co..... 37

Finger Pads.
Davol Rubber Co..... 132

Fountain Pens.
Beaumel, D. W., Co..... 146

Glass Desk Pads.
Chicago Mirror & Art Glass Co... 151
Ravenswood Office Specialties Co.. 149

Gold Pens.
Acme Gold Pen Co..... 135
Gaydoul, Geo. P..... 153

Hotels.
Charlevoix, Detroit 153
Commonwealth, Boston 126
Herkimer, Grand Rapids 153

Index Guides.
Boston Index Card Co..... 148
Hub, J. C., Mfg. Co..... 115
Simonson, R. A., Co..... 126

Inks, Adhesives, Etc.
Carter's Ink Co., The 99
Davids, Thaddeus, Co..... 131
Higgins, Chas. M., & Co..... 137
Underwood, John, & Co..... 133

Inkstands.
Sengbusch S.-C. Inkstand Co..... 10

(OVER)

Page

Leather Goods.
Cleveland Leather Goods Co..... 136
Leather Distributors.
Bristow, Frederick 130
Lists.
Ross-Gould 153
Lithographing Specialties.
Goes Lithographing Co..... 16
Merchants Lithographing Co..... 137
Loose Leaf.
Boorum & Pease L. L. Book Co.... 102
Irving-Pitt Mfg. Co..... 28
Kalamazoo Loose Leaf Bdr. Co.... 157
McMillan Book Co..... 139
National Blank Book Co..... 27
Plew & Motter Co..... 97
Proudfit Loose Leaf Co..... 121
Sheppard, C. E., Co..... 152
Tatum, Sam'l C., Co., The 14
Tenacity Mfg. Co..... 150
Tengwall Co..... 153
Trussell Mfg. Co..... 155
Van Buren Bros..... 132
Wilson-Jones Loose Leaf Co..... 38
Manufacturing Under Contract.
Nelson Tool Co., Inc..... 153
Taft-Peirce Mfg. Co..... 136
Moisteners.
Ideal Moistener Co..... 145
Office Furniture Suites.
Stow & Davis Furniture Co..... 121
Paper.
Brown, L. L., Paper Co..... 128
Crane, Z. & W. M..... 155
Eaton, Crane & Pike Co..... 110
Hampshire Paper Co..... 118
Southworth Paper Co..... 26
Paper Fasteners and Clips.
Blackhall Co..... 146
Clipless Paper Fastener Co..... 117
Cushman & Denison Mfg. Co..... 119
Easy Fastener Co..... 134
Gessler, Max, Inc..... 155
Hoge, Hampden 102
O. K. Mfg. Co..... 23
Patents.
Siggers, E. G..... 135
Pen and Pencil Clips.
Ansonia Novelty Co., The..... 135
Van Valkenburg, L. D..... 153
Pencils.
Faber, Eberhard 101
Keeran & Co..... 30

Page

Pencil Sharpeners.
Searight Mfg. Co..... 138
Pins.
Crescent Brass & Pin Co..... 148
Postal Scales.
Pelouze Mfg. Co..... 139
Triner Scale & Mfg. Co..... 145
Rebuilt Office Machinery.
Chicago Safe & Mdse. Co..... 153
Office Specialty Co..... 153
Ribbons and Carbons.
Ault & Wiborg Co..... 116
Buckeye Ribbon & Carbon Co..... 30
Canode & Hunt Mfg. Co..... 153
Carter's Ink Co., The..... 99
Columbia Ribbon & C'bon Mfg. Co. 32
Crown Ribbon & Carbon Co..... 133
Dalton, Ernest, & Co..... 138
International Carbon Paper Co.... 144
Keystone Carbon Paper Mfg. Co.... 130
Manifold Supplies Co..... 95
Mercury Mfg. Co., The..... 149
Mittag & Volger, Inc..... 93
Neidich Process Co..... 100
Republic Dodge Mfg. Co..... 155
Standard Carbon & Ribbon Co..... 142
Union Ribbon & Carbon Co..... 138
U. S. Typewriter Ribbon Mfg. Co. 135
Webster, F. S., Co..... 100
Rubber Bands.
Faber, Eberhard 101
Rubber Stamps.
Melind, Louis, Co..... 138
Meyer & Wenthe 145
Rust Preventive.
Corol Sales Co..... 135
Safes.
Safe-Cabinet Co., The..... 12
Van Dorn Iron Works Co..... 14
Yawman & Erbe Mfg. Co..... 37
Salesmen Wanted.
Roberts, M. E..... 7
W. J. C..... 23
Shears.
Bradley, Milton, Co..... 134
Golding Manufacturing Co..... 153
Show Cases.
Detroit Showcase Co..... 139
Signals.
Graff, George B., Co..... 142
Stamp Affixers.
Pence Mailing Machine Co..... 140
Postamper Co., The 133
Wizard Mfg. Co..... 157

Page

Stands, Metal, for Office Machines.
Adjustable Table Co.....145, 151
Fowler-Manson-Sherman Cycle Mfg. Co. 115
Stapling Machines.
Acme Staple Co..... 108
Stationery, Embossed and Engraved.
American Embossing Co..... 142
Wiggins, John B., Co..... 149
Tables.
St. Johns Table Co..... 143
Stow & Davis Furniture Co..... 121
Telephone Attachments.
American Electric Co..... 99
Ownle Mfg. Co..... 147
Western Electric Co..... 34
Time Stamps.
Hoggson, S. H., & Co..... 132
Joslin, A. D., Mfg. Co..... 137
Typewriter Cabinets.
Toledo Metal Furniture Co..... 119
Typewriter Covers.
Willey, W. H., & Son Co..... 142
Typewriter Cushions.
Azora Rubber Co..... 131
Thorp & Martin Typewriter Co.... 149
Typewriter Oil.
Morton Manufacturing Co..... 135
Typewriter Parts.
Ames & Filstead 12
Typewriters, New.
Blickensderfer Mfg. Co..... 32
Elliott-Fisher Co..... 25
Hammond Typewriter Co..... 129
Oliver Typewriter Co.....Back Cover
Remington Typewriter Co..... 9
Royal Typewriter Co..... 13
Smith, L. C., & Bros., Typewriter Co. 101
Smith-Premier Typewriter 15
Underwood Typewriter Co.....11, 123B
Victor Typewriter Co..... 96
Typewriters, Rebuilt.
Durkin Typewriter Co..... 114
General Typewriter Exchange..... 18
Rebuilt Typewriter Co..... 125
Typewriter Emporium 145
Wholesale Typewriter Co..... 10
Young Typewriter Co..... 129
Waste Baskets.
American Vulcanized Fibre Co..... 143
Spiro Mfg. Co., The C..... 153

The Service Bureau of Office Appliances Is for the Exclusive Use of Subscribers and Advertisers

In the execution of its various commissions this bureau calls upon practically every member of the staff. It answers by personal letters all inquiries upon matters germane to the field, it furnishes special reports upon articles of office equipment, supplies names of manufacturers of any article wanted, puts man and job together, prepares advertising copy, furnishes lists of desirable agents and dealers in nearly every country, aids foreign dealers in securing U. S. A. lines and in many other ways performs useful service, all without charge. Subscribers in every land have made, and are making, good use of this bureau; manufacturers in every section of the field have had evidence of the service.

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Second: They must have strong personality—be able to meet "man to man" the biggest business men of this country and put our proposition before them.

Third: They must be men of record—able to show results in the past. We don't want "comers"—we want men of proved ability.

Fourth: We want men who have some money—not that we need another dollar for the financing of our product, but simply that we consider men who have made money and saved money best suited for our work.

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The company I represent has been in existence since 1845. It has been unusually successful. Its directors include some of the most prominent and successful men in Ohio. It has a triple A1 rating. It is about to market a new appliance, a machine so wonderful that to watch its operation leads one to believe it possesses super-human intelligence. This machine has taken over seventeen years of almost constant experimenting to perfect—to make it near "fool-proof". At last complete, it is going to revolutionize certain office methods. It is going to do the work in modern business now covered by no other appliance. It will have no competition. Big business will be ready and anxious to have it demonstrated—and the right kind of men will make BIG money on its sales.

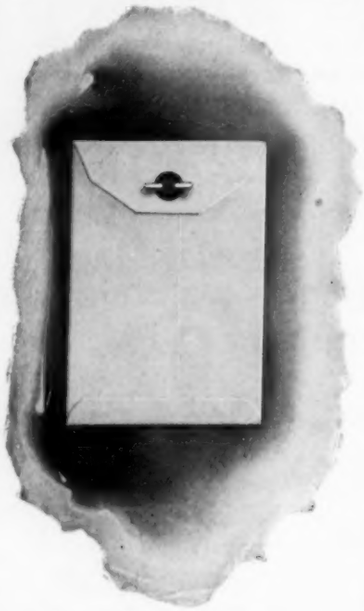
If you measure up to our standards—write me

Tell me why you should be one of the 17 men accepted. Tell me *in confidence* the results you have produced. Tell me if you are able to finance yourself. Tell me your whole story in your first letter. If I think you are the kind of man we want, I will ask you to come to the factory to investigate for yourself our new appliance—to meet the men who are behind this enterprise—to see and satisfy yourself as to this most unusual opportunity that will be yours. Write or wire

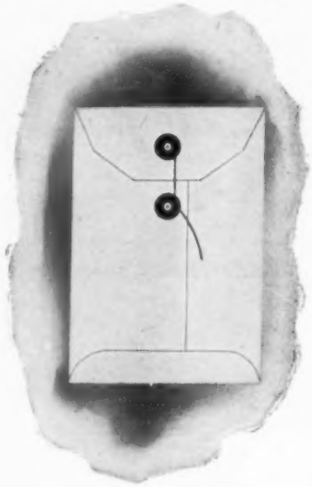
M. E. Roberts, Hamilton, Ohio

Do Your Customers Mail Anything?

Are you making anything on what they mail? You will if you carry Tension complete line of mailing containers. The line includes open-end tension envelopes, double metal-clasp envelopes, single metal-clasp envelopes, metal-flap clasp envelopes, document envelopes, photo-mailing envelopes, filing envelopes, folders, mailing boxes, etc., etc.



Improved Double Metal Clasp



Open End Tension

You will be especially interested, perhaps, in the Open-End Tension Envelope you've seen everywhere and the Metal-Clasp Envelopes, one type of which is illustrated.

You will pronounce our book, "Envelope Specialties," an education in itself. Send for it. It's yours for the asking.

THE TENSION ENVELOPE CO., INC.

Pioneers and Originators

296 Broadway - - - - - New York, N. Y.

Factory: Bush Terminal Selling Agents in Principal Cities

DIETZ DESKS FOR DEALERS

No. S-43

Roll Tops

Flat Tops

Standing Desks

Typewriter Desks

Office Tables

The **Dietz** line is extensive and up-to-date.

It assures success to capable dealers.

Write for new catalog, just out.

J. F. DIETZ & CO., 4851-71 Spring Grove Ave., Cincinnati, Ohio, U. S. A.

Official Typewriter
Panama-Pacific
International Exposition

REMINGTON

Pre-eminent since the original writing machine, a Remington Typewriter, was shown at the Philadelphia Centennial Exposition

In the Field FIRST
1876

FIRST in the Field
1915

A RECORD BASED ON

QUALITY—The Remington is the Recognized Leader Among Typewriters.
PROGRESSIVENESS—Every Recent Typewriter Improvement is a Remington Improvement.
COMPLETENESS—Machines for All Uses. Machines for All Users.

There Is a Remington That Exactly Fits YOUR Needs

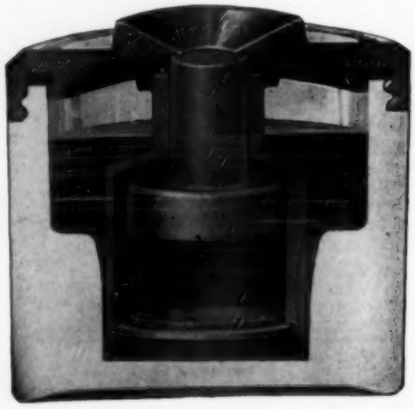
Remington Typewriter Company
(INCORPORATED)
New York and Everywhere

As Good As A Bank Balance

No. 52

As a source of steady income for the dealer in office supplies there is no line superior to the rapidly selling

SENGBUSCH Self-Closing Inkstands and Inkstand Sets



Sectional View No 51
Showing How Inkstand Closes Air-Tight—Like Cork in Bottle

They are: Self-closing, dust-proof, non-evaporating—clean, convenient, economical. *Ink Always Fresh and Clean.* Their merit and salability means "*Easy Repeat Orders*" for YOU.

Ask for a copy of our complete catalogue No. 11 and copies of the business-pulling circulars we will furnish you with your own imprint.

No. 55

SENGBUSCH SELF-CLOSING INKSTAND COMPANY

400 Stroh Building Milwaukee, Wis.

There Is A Man in Your Town—

in fact, there are in your town any number of men who might be contributing to your profits and are not. We refer to the professional men; men with large or small offices, stores and shops; and even the home bodies. It is to these people that there is an especially forceful appeal in

Ramer Remanufactured Typewriters

The fact that Ramer machines turn out perfect work, coupled with their low price, makes them irresistible with the classes mentioned above.

But there is no limit to the scope of Ramer Remanufactured Typewriters. You can sell them to anyone, from the man who writes one letter a day to the big corporation which mails thousands of letters each day. With our machines you can meet the competition of new machines successfully.

And the man to whom you sell a Ramer Remanufactured Typewriter is quite certain to say "Thank you" by coming back to your store for the supplies and other equipment you carry.

Write for our literature today if you want a pleasant surprise.

Wholesale Typewriter Co.

314-316 Broadway New York, N. Y. **151A-153A Euston Road London, W. C., England**

The Largest Typewriter ever built

A $100,000.00 mechanical marvel

1728 times larger than the Standard Underwood. Width of platen 9 ft 6 inches. Operated electrically from an ordinary Machine.

Weight 28,000 lbs.–14 tons. Dimensions in action 21 ft. by 15 ft. Type 3 inches in height.

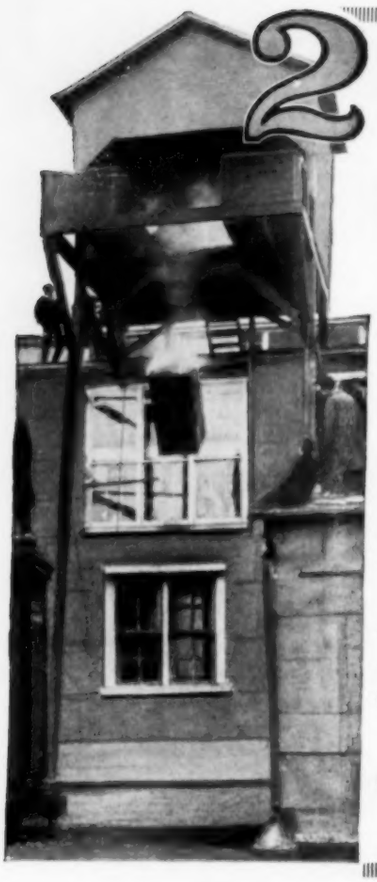
Writing daily at the
UNDERWOOD EXHIBIT

PALACE *of* LIBERAL ARTS – COURT *of the* UNIVERSE
PANAMA PACIFIC-EXPOSITION *San Francisco*

An exact reproduction of the

Underwood

"The Machine You Will Eventually Buy"



2 Hours, 3½ Minutes in Hades!

Official Test of

THE SAFE-CABINET

Conducted at Marietta, Ohio, December, 1914

10:00 A. M. SAFE-CABINET placed in testing furnace; heat recording instruments connected; furnace closed, flames turned on, enveloping Cabinet *on all four sides.*

10:45 A. M. Maximum Temperature—1890 Degrees Fahrenheit. Cabinet removed from fire, Red Hot!

10:50½ A. M. Hurled from tower 30 feet to ground floor.

10:52½ A. M. Buried under a mass of brick falling from same tower.

10:58½ A. M. Back again into furnace. Fire turned on once more.

12:03½ P. M. Temperature of flames 1860 degrees Fahrenheit. Flames extinguished. Furnace opened.

3:00 P. M. SAFE-CABINET opened. Contents undamaged.

WHEN your customer needs a new safe for the protection of his valuables, in place of business or home, tell him about the official records of THE SAFE-CABINET (S-CIENTEST Model). This safe is made in sizes and styles to meet every possible requirement and it affords a high degree of *known* security.

For particulars write direct to

THE SAFE-CABINET COMPANY,

Dept. F4, Marietta, O.

Royal Master-Model 10

"The Typewriter of Perfect Presswork"

THE flawless presswork of the new Royal Master-Model 10 carries the high-grade business message in as fine form as your thoughts themselves! Royal presswork reinforces the result-getting power of your business letters—for it adds the forceful stamp of *quality* to every letter you sign. Heretofore, you have been obliged to accept a standard of typewriting inferior to high-class printing, yet you would not accept poor printing. But with the new standard of "typewriter presswork" created by the ***New Royal 10,*** it is no longer necessary to accept inferior typing in your office.

"The Type That Tells"

Pick up the letters you have signed to-day. Examine them—then see a sample of the faultless presswork of the ***Royal!***

On which kind of typing will you send your signature to represent YOURSELF?

Which one will you trust to convey unmistakably to the world the character of your house?

Get the Facts!

Send for the "Royal man" and ask for a DEMONSTRATION. Or write us direct for our new Brochure, ***"Better Service,"*** and a beautiful Color Photograph of the new ***ROYAL MODEL 10—"the MACHINE WITH A PERSONALITY."***

Write now—"right *now!*"

ROYAL TYPEWRITER COMPANY, Inc.

Royal Typewriter Building, 364 Broadway, New York

Branches and Agencies the World over

VAN DORN BUILT

STEEL FILES

VAN DORN BUILT

INCREASE YOUR SALES

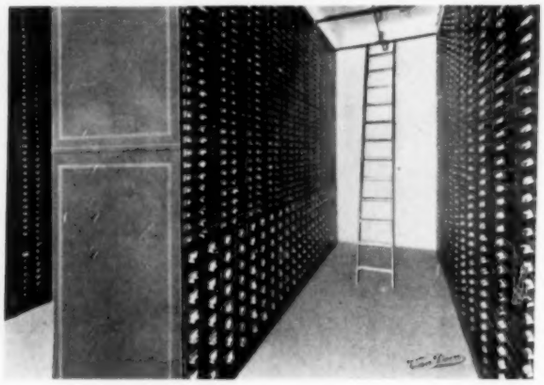
Your customers are buying steel files more and more.
You can sell these welded steel vertical files rapidly.

Style No. 4110, letter size, $21.00 f. o. b. Eastern Delivery.
Style No. 4120, legal cap size, $24.00 f. o. b. Eastern Delivery.

You will have steadily increasing sales if you have Van Dorn Built complete steel files, transfer cases, safes, desks, lockers, shelving.

"Builders of steel filing equipment exclusively for more than twenty years."

Cut shows part of a $160,000.00 complete Van Dorn Built installation, Chicago City Hall and Cook County Court House, Chicago, Ill.



Metallic Furniture Department, The Van Dorn Iron Works Company, Cleveland, O.

Agencies in principal cities

The "Tatum" Round Cornering Machine

A WORTHY ADDITION TO "THE LINE OF TRUE MERIT"

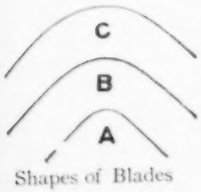
No bindery is complete without a round cornering machine. In these days of keen competition efficiency is the keynote to success.

Add a "TATUM" Round Cornering Machine to your equipment and not only improve the appearance of your work, but cut down the cost of production.

In the construction of this machine we have combined the maximum of *efficiency* with the minimum of cost.

The machine is self-contained, fitted with adjustable side gauges and an automatic clamp, leaving both hands free to handle the stock.

Choice of three styles of blades.



Shapes of Blades

THE PRICE IS INSIGNIFICANT, ONLY $25.00

56 YEARS OF KNOWING HOW

THE SAM'L C. TATUM CO.

Makers of "The Line of True Merit"

MAIN OFFICE AND FACTORY:
CINCINNATI, OHIO, U. S. A.

NEW YORK OFFICE:
No. 180 FULTON STREET

See Our Machines in Operation at Block 31, Machinery Hall, Panama-Pacific Exposition

The Smith Premier type bar. See the ball bearings

"I never saw so many valuable exclusive features on one typewriter."

That is what one prominent business man said after he had witnessed a demonstration of the

MODEL 10

Smith Premier Typewriter

If you haven't seen this model, a demonstration will be just as much of a revelation to *you*. The instantly interchangeable carriages and platens, the tilting paper-table which makes corrections easy, the combination column selector and decimal tabulator, these and other exclusive features will convince you that the Model 10 Smith Premier Typewriter is the last word in new ideas and new developments.

And underlying all these new features is the *Smith Premier* construction—the ball bearing construction—which makes the words "Smith Premier" a synonym for good work, easy work and prolonged wearing qualities.

329 Broadway
New York

The Chair That's Made To Sit In

Safe to lean back in, that adjusts easily and stays adjusted, that can't break where most chairs do, and won't break anywhere—the simple, safe and silent tilting rotary office chairs with the patent Marble & Shattuck iron—

That's the Chair to Sell

Other chairs have irons made to look like this, but while they copy the iron and chair pattern, they can't use the principle of the fixed one-piece shaft. This basic M. & S. patent prevents the "wabble."

Why not obtain the agency for the line that is standard of design, of workmanship and finish—the Marble & Shattuck line of chairs for offices, banks and all public buildings.

Sold only through the dealer

Send for catalog and booklet "Revolution in Chair Irons"

THE MARBLE & SHATTUCK CHAIR CO.
CLEVELAND, OHIO

CHICAGO OFFICE: 610 So. Michigan Ave., H. G. HUNN, Representative
NEW YORK OFFICE 815 Marbridge Bldg., A. B. HUNN, Representative

CHAIR IRON PATENTED

BLANK FORMS

FOR

Stock Certificates · Merchandise Certificates · Christmas Checks
Bonds · Diplomas · Mortgage Notes · Insurance Policies

ELECTION CERTIFICATES

Lithographed Calendar Pads

129 STYLES FOR 1915

A Corporation Record Book THAT
CAN BE USED THRUOUT THE UNITED STATES AND CANADA

GOES LITHOGRAPHING CO. CHICAGO
ESTABLISHED 1879

The Entire House of Representatives

of Our U. S. Government Will Use Security Steel 4-Drawer Letter Files

A Striking Proof of the High Quality of Security Steel

450 4-Drawer Vertical Letter File Cases in one order. The largest ever placed by the Government for this type of File.

(Through our Washington Representatives, The Julius Lansburgh Furniture & Carpet Co.)

A Business Policy That Will Appeal to You, Mr. Dealer

We believe that, with the *coming of Steel*, the Dealer who is connected with a Company who can give him Steel Products at the RIGHT PRICES whereby he can sell to the Consumer at the OLD PRICE OF WOOD and make a FINE PROFIT, will consider himself in a *very strong position.*

The placing of Steel Files, Desks, Special Work with a satisfied customer (and we won't have any other kind) leads to other valuable business in your lines.

Security Manufacturing and Business Methods.

By the development of a Factory system along the lines of efficiency somewhat similar to Ford's, we can produce our well-known Security Steel Products at a very low cost.

Instead of absorbing the difference between selling price and costs as a profit, we adopted the business policy of reducing our prices to a reasonable—in fact the RIGHT FIGURE, and have gotten these prices to a point where our competitors can't seem to touch us. As we expected, our volume is jumping fast, and we are satisfied with the success of our policy.

In Considering any Proposition we might make you, please remember:—

Every File we build is upon the same specifications as those supplied the U. S. Government — with 10 Steel Roller Bearing Extension Suspension—Automatic Positive Side-Locking Compressor—Solidly Welded Case of Great Rigidity—Beautiful Finish — Hand Rubbed — Baked — Four Coats of Finest Enamel—and at

THE PRICE OF

$24.75

(cars Miamisburg)

—ONE POLICY—
—ONE TYPE—
HIGH QUALITY—REASONABLE PRICES

prevails on our small Units, Combination Cases, well known Security Office Safes, Desks, Shelving, Adjustable File Cases, and Special Work large and small.

We have another splendid new Device for filing plans for Architects, Engineers, Manufacturers. We will announce it next issue.

Remember: We can prove our high quality—we can demonstrate our low prices—we guarantee everything—we can prove that our business policy is right and a MONEYMAKER for you and us.

A letter to us will cost you three cents. It might have a big effect on your future business. Your territory might be open.

FIRE-PROOF FURNITURE & CONSTRUCTION CO.

MIAMISBURG, OHIO

DORNETTE DESKS

Our Latest Sanitary
(Furnished with or without castors)

Extremely Popular With Office Furniture Dealers

Made as fine as the best kiln-dried hardwoods and skilled workmanship can make them.

Write for Catalog

THE J. DORNETTE & BROS. CO. Cincinnati, Ohio

GENERAL TYPEWRITER EXCHANGE

"The Service you will ultimately adopt"

We're Working With You

Our confidence in the present possibilities of the rebuilt typewriter field has been fully justified by the results of our campaign to make it easy for dealers to sell rebuilts. Our sales depend on our ability to work with you. That's why we are making a special offer on Underwoods and other standard machines which need only a little adjusting to make them look and act like new. But, more than that, we can supply you with machines in any grade from rough to thoroughly rebuilt, and all at prices which cannot fail to suit you.

You won't have to wait for the machines you order. Our reputation is founded on quality and service. You'll get what you want when you want it.

Try us with an order and see.

GENERAL TYPEWRITER EXCHANGE, Inc.

Home Office and Factories: 70 Washington Street, Brooklyn, N. Y.

EUROPEAN REPRESENTATIVES:

THORP & MARTIN TYPEWRITER CO.,
79-80 Queen St., London, E. C., Eng.
Wholesale Distributors for Great Britain

LIEBERT & MEYERHOF,
Hamburg, Germany
Wholesale Distributors for Continental Europe

No. 221

As GOOD as ever---- at a LOWER price

Increased output, improved facilities, special machinery, etc., cut our costs, enabling us to reduce our selling and dealers' prices on the ever popular—

Weis "421" Line Files

No changes in construction, workmanship, material or finish influence this price reduction. You get the identical cabinets, the same superior values, as in the past.

These files have withstood the test of time; they have been tried and found worthy in the unpretentious offices of the beginner and in the offices of the mightiest manufacturing concerns.

The following pages show some of the advertisements which are appearing in over 80 publications. We believe in advertising the *article*, its *purpose*, its *price*. Customers are in a receptive mood when they (consciously or unconsciously) follow our oft-repeated advice "*See your dealer*".

You, the local dealer, get the direct benefit of our advertising. Inquiring customers are directed to the local dealer selling our goods, when they write us for catalogs, etc.

We will gladly give you names of hundreds of dealers who know that *Weis Dealer Co-operation* is not merely a *theory* but an established *policy* thru which they have benefitted.

Satisfactory Service is the determining element in Weis products. We make goods that *satisfy*. Your customers demand service-giving, efficient cabinets. If you can give them what they want at a *low price*, you will get the business. Weis files fill this demand.

Filing Cabinet Lines, like other lines are divided in classes according to prices. Recent price revisions put Weis Lines *first* among medium priced products.

Our 96 page Catalog "F" is packed full of profit producing products, listed at retail selling prices which insure a liberal margin for you. There are four complete lines of filing devices, large assortment of card-index trays in wood and fibre board, box files, scrap books and a multitude of other salable items

No. 421

Catalog "H" shows *two* salable, satisfactory lines of Sectional Bookcases. Both Sliding Door or Receding Door Styles are made in Standard and Mission designs.

Your files are hardly complete without these catalogs—will you ask for them *now?*

No. 321

The Weis Manufacturing Co.

162 Union Street, Monroe, Mich.

Now York Office
75 John St.

Chicago Display
511-515 S. Wabash Ave.

Weis-Knechtel Furniture Company, Ltd., Hanover, Ont.
Canada Makers

Current Magazine Advertising of Weis Lette Files

Files and Sectional Music Room Furniture

Your Music-Loving Customers

will appreciate your calling their attention to

Weis Sectional Music Room Furniture and Record Filing Specialties

Those who own player pianos, Victrolas or talking machines are interested in these most practical sections.

For Disk Records, Sheet Music, Player Rolls,

and bound volumes of sheet music, etc. Your customers may buy a section at a time—to stack them together as their music libraries grow. The most approved methods of filing and indexing are incorporated in these practical sections.

Disk Records are filed on edge, each record in a separate, indexed pocket. Pocket tilts forward so record may be taken out easily. Pocket stays out until record is returned after playing.

Sheet Music is filed vertically, classified alphabetically between guide cards. Works like any good vertical letter file. Reference is instantaneous. Drawers on extension supports and equipped with follow blocks.

All Sections LOOK ALIKE When Doors Are Closed

presenting a uniformly handsome appearance. Made in handsomely flaked, veneered Quartered Oak in Golden Polished finish and in Genuine Mahogany—sides panelled, backs finished. Strictly high grade cabinets which harmonize with other high class living room or music room furnishings.

Have You a Victrola?

You will be interested in our very efficient *Record File No. 1600* made to fit Victrola XVI. Compartments for 10 and 12 inch records slide into the place of the cumbersome, impractical albums. Each Record individually indexed and protected, in separate pocket.

See also *Vertical Disk Files* which file 12 records on edge, indexed for quick reference. Only two inches thick to fit into the horizontal shelves of the new Victrolas.

Get Catalog Today and be the first to introduce these salable specialties in your community. Our magazine advertising helps create demand. See preceding pages. Attractive discounts to Dealers. Why not write *now?*

The Weis Manufacturing Co.

162 Union Street

Monroe - Michigan

Chicago Display—511-515 S. Wabash Ave.
New York Office—75 John St.

Some Big Specialty Jobs Open

A very large manufacturer just about ready for the market with a popular-priced adding machine, has openings for several high-class and high-priced salesmen.

Applicants must be proven successes in adding machine field and in good financial condition.

Unusual proposition will be made to right man, insuring income of five thousand dollars per year or more.

Address W. J. C., care Mr. Evan Johnson, Editor Office Appliances

Get In On This Demand—

Because of our extensive "Ask your Dealer" advertising you get the first sales to new customers of the Sanitary "O. K." Eraser.

Its convenience, handsome appearance and neat work makes this eraser indispensable when once used and brings its users back to you for new rubbers.

This illustration shows our display card which is printed in two colors, and sent with each carton of 12 Erasers, each Eraser packed in an individual box, making a most attractive display and keeping goods always neat and clean.

The Sanitary "O. K." Eraser

Sell it—and it will sell for you

The nickeled holder takes a $^1/_8$ inch strip of rubber, practically the width and length of holder, in at the open end.

Slight pressure at the loop end feeds clean rubber as needed. Narrow edge permits erasing letters or lines without defacing others.

Two best quality rubbers, one for typewriter or ink and one for pencil, are made for refilling, and retail for 5c each or 50c a dozen.

Write for samples and prices. These are advertised goods that bring you a sure and consistent profit, and liberal discounts.

The O. K. Manufacturing Co., Syracuse, N. Y., U. S. A.

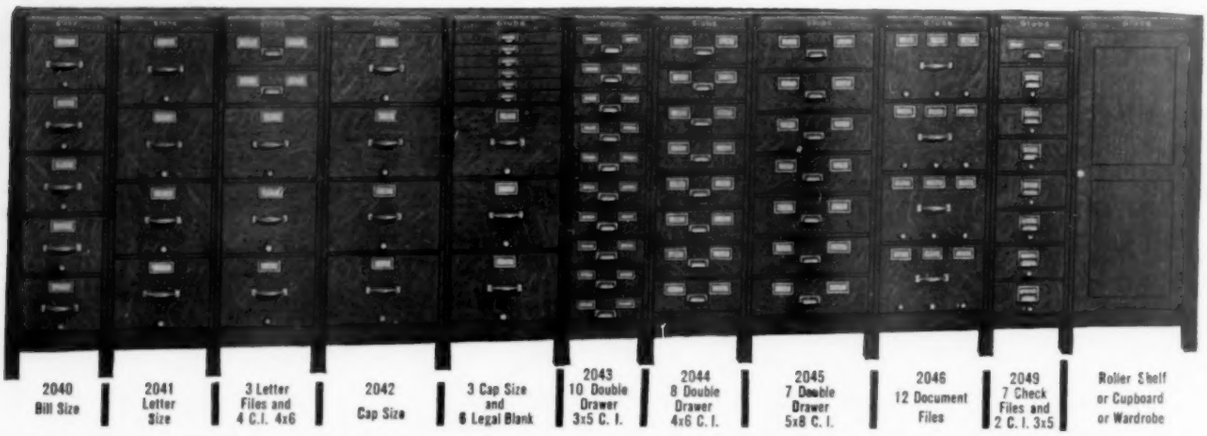
Stationers' Specialties, Sole Licensors and Makers of The Sanitary "O. K." Eraser The Ries "O. K." Letter Opener The Well-Known Washburne "O. K." Paper Fasteners.

Be sure you keep well stocked with all three sizes of Washburne "O. K." Paper Fasteners, in both brass and nickeled steel. The demand for these wonderful fasteners is greater than ever before. Your profit is sure and liberal.

L. & C. Hardtmuth, Ltd. Koh-I-Noor House, London, England, Sole Agents for Europe, Asia, Australia, New Zealand, and South Africa.

Globe-Wernicke

"2000 LINE" 28 INCH DEPTH WOOD UPRIGHT UNITS. A new square edge design of high quality at LOW PRICES. Made both with PERMANENT SIDES and OPEN SIDES FOR ATTACHABLE PANELS. FILES OPERATE ON NEW TRIPLE STEEL SIDE EXTENSION SLIDES.



The Units in the **"2000"** Line measure 28 inches deep from front to back outside. The Files are made entirely of wood, the fronts being five-ply. The Files when extended are supported by the improved Globe-Wernicke Steel Side Extension Slides permitting full access to the entire depth of the Drawer. These slides are so constructed that all rollers are encased in steel channels, resulting in the greatest possible strength and durability combined with frictionless and noiseless operation.

An Automatic Locking Device operated from the cornice by means of a plunger and high grade Yale Paracentric Lock can be fitted in these Upright Units.

Globe-Wernicke

No. 200 PLATE GLASS DESK PAD

Rounded Corners

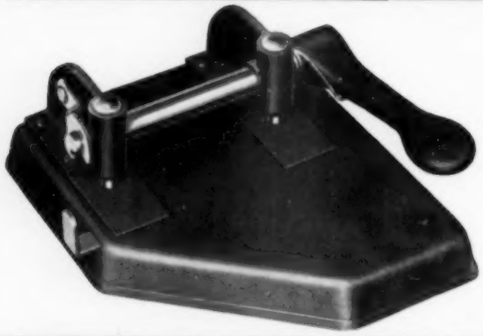
A Desk Pad with a Highly Polished Beveled Edge Plate Glass Top. The body of pad is flexible; the bottom is soft and velvety. The upper surface of pad exposed through the glass is a daintily finished moire cloth of a brown shade to harmonize with the ooze retaining corners on the far side of the pad. As shown in illustration, the plate glass top may be raised and a calendar, map or memorandum placed under it.

Size of pad, 18 in. by 24 in.

Each pad packed in heavy carton and then wrapped.

Shipped in heavy wooden box weight 30 pounds.

Shipping weight for six in heavy wooden box, 105 pounds.



Globe-Wernicke

No. 10 GLOBE PERFORATOR

THIS Perforator is designed for general office use, the working parts being very simple yet strong. The LEVER has the distinct feature of being fitted to the end of the cross-bar, hence operating from the right side—therefore out of the way and not interfering with the left hand when holding the sheets in position to be perforated. After punching sheets, the LEVER is raised automatically by means of a spring.

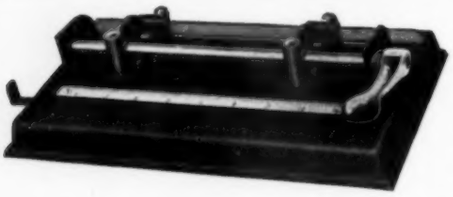
Another prominent feature long sought for in an inexpensive Perforator is the replacement of worn punch dies. This perforator is so constructed that new dies can be inserted easily without tools should the punching members become worn.

Perforator is fitted with an adjustable SIDE-GUAGE, also a PAN for holding cuttings.

Maximum distance from center of hole to binding edge of sheet one half inch. Base is finely finished in black enamel, working parts highly nickeled. Packed one in a box.

Weight, 1½ lbs.

No. 10 Perforator Holes ¼ inch diameter or 3/16 inch posts—2¾ inches center to center



Globe-Wernicke

No. 21 GLOBE ADJUSTABLE PERFORATOR

THIS Perforator is built on the same principle as the Perforator described above, but with the added feature that the punch heads are adjustable to any distance between centers up to 8½ ins. The location of perforations desired is easily found by means of a steel plate, scaled in inches.

The Perforator may be fitted with extra punch heads for perforating three or more holes n one operation. The additional heads may be added very quickly.

Maximum distance from center of hole to binding edge of sheet ½ inch and each punch head is also fitted with an adjustable depth gauge. The perforator is made of sheet steel, finished in black enamel; all working members are highly nickeled. Packed one in a box. Weight, 4 lbs.

No. 21 Perforator Holes ¼ inch diameter for 3/16 inch posts.

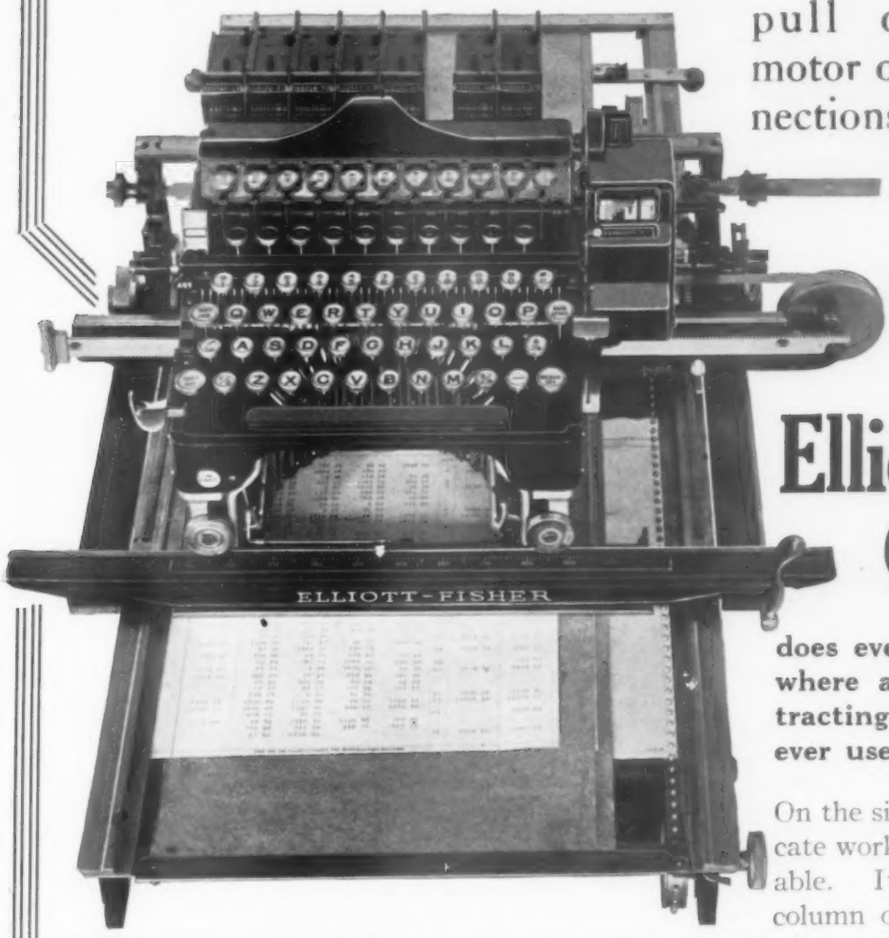
The Globe-Wernicke Co.

CINCINNATI

Manufacturers of Sectional Bookcases and Filing Cabinets, Steel Safes and Stationers' Goods.
The Globe-Wernicke factory is the largest of its kind in the world. Ground area, 15 acres. Floor space, over 20 acres.

Anyone can learn to operate The Crossfooter

Its operation is as simple as can be. No levers to push, pull or turn—no motor or electric connections to hamper or retard—only a standard typewriter keyboard to operate.



Elliott-Fisher Crossfooter

does every kind of work where adding and subtracting and writing are ever used.

On the simplest or most intricate work it is equally adaptable. It operates on one column or twenty—adds or subtracts columns vertically—adds or subtracts the line entry horizontally—certain columns may be added, others subtracted, others skipped entirely as desired. Anything in the accounting line that can be done by slow, laborious hand work, The Crossfooter will do with dispatch and mechanical neatness and proven accuracy.

Proved accuracy — accounting control—type printed records—economy—for banks, stores, large and small, wholesale and retail, public service corporations, insurance companies — any business, anywhere.

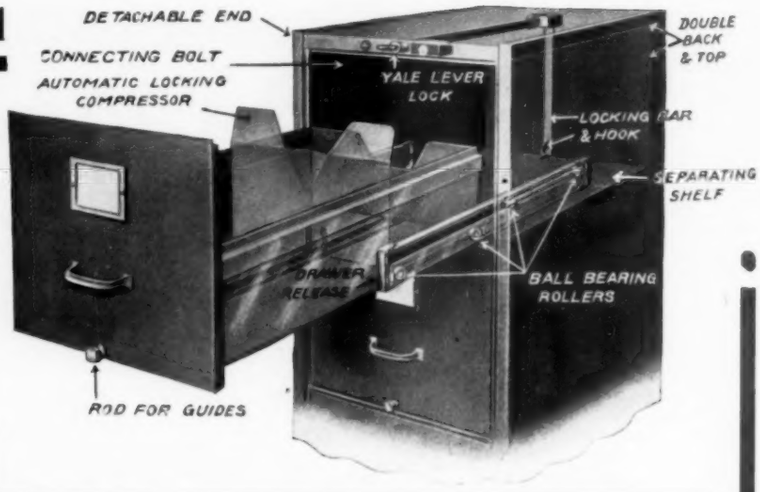
Write for more information about The Crossfooter—find out just what it will do for you in your Accounting Department.

A money-making opportunity for clean-cut, reliable men who can qualify to sell.

Elliott-Fisher Company

42 Cedar Street **Harrisburg, Pa., U. S. A.**

How We Help You Sell



Our Co-operative Department has been very successful. Its purpose is to help you make more sales.

Practical, tested plans are used for presenting effectively to your prospects the peculiar advantages of

The Berger "1300" Line of Steel Vertical Units

Contains more modern devices and improvements for greater ease and speed in filing. Gives better protection against fire, vermin, rodents and the "tooth of time."

Ball-Bearing Rollers. Real steel ball-bearings—just like those in your auto—at all moving points of contact. A touch of your finger opens or shuts a drawer.

Hinged Drawer Release. Enables you to *slide out* bodily any drawer desired. You don't have to *lift* it—and if you have ever struggled with a full drawer, you know what that means.

Automatic Locking Compressor. Especially designed to save valuable filing space. Letters are more quickly found or put away. Drawers have greater capacity and always look neat.

Double Wall Construction. On the bulkhead principle employed in ocean liner construction, each drawer is protected by double side walls, double backs, double tops and double bottoms, which surround it with a double armor of steel filled with that most effective of all insulators, dead air. Ordinary fire can't even scorch their contents. Notice particularly the *separating shelf* which makes each drawer a complete, self-contained unit.

Another Berger Refinement is our simple but positive *Automatic Yale Lever Lock*, which permits locking the unit with one or more drawers open. In case of fire simply push them shut.

Large Solid Rubber Stops make these units free from all objectionable metallic noises.

Ask us for our Catalog "O" and further particulars regarding our Co-operative Service Department.

The Berger Mfg. Co., Canton, Ohio

Agencies in most Principal Cities

Eastern Display Rooms, 11th Ave. and 22nd St., New York

THE ARMOR PLATE OF BERGER STEEL FILING CASES MODERN BUSINESS

New England Display Rooms, 160-166 Broadway Extension, Boston

Western Display Rooms, 20 North Market St., Chicago.

OLD FRIENDS WITH NEW NAMES--In A New Box

Southworth Typewriter Papers, formerly known as W. S. & B. Paragon Linen and W. S. & B. Regent Linen, and now sold only under our own watermark as Parchment Deed and Permanent Record, are put up in a new patented box without extra cost. This box (as illustrated) has these exclusive features: Impossible to soil, wrinkle or damage the paper when removed—sheets required can be counted before removing—contents seen at a glance by slightly lifting cover.

PATENTED.

Note the Notch.

We supply you free with sample books, bearing your name, for distribution to your customers.

Write today for samples, prices and full information.

Also makers of Southworth De Luxe Bond (Individually Water-marked), Southworth Bond, Southworth Ledger, the famous Bankers Linen and Bankers Linen Bond.

SOUTHWORTH

Typewriter Papers

PARCHMENT DEED
For wills, deeds, official records, etc., wherever highest grade of paper is required.

PERMANENT RECORD
For audits, appraisal, reports, etc., wherever a good medium priced paper is required.

CREDENTIAL BOND
For general mercantile uses, wherever an inexpensive but good paper is required.

Mr Dealer: Are not these three advantages of value to you? Standardized goods of an established quality, the kind that sell themselves—Bigger profits, buy direct from the mill and save the middleman's profit—A box with a special feature of real value to the user, at no additional cost.

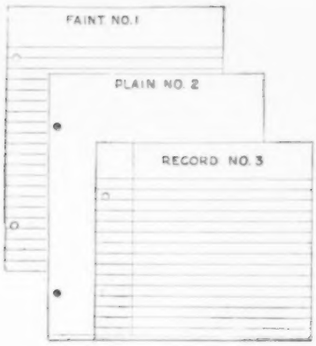
SOUTHWORTH COMPANY

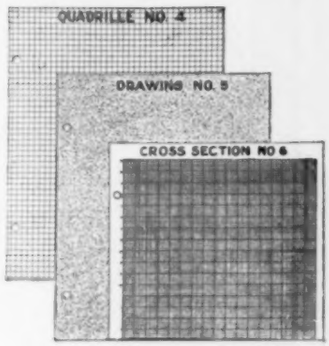
Established 1839

MITTINEAGUE MASSACHUSETTS

Oldest Manufacturers of Typewriter Paper in the World

NATIONAL

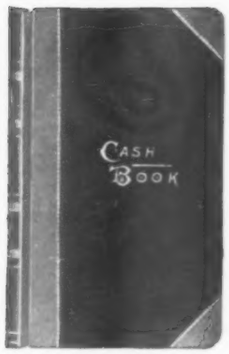




NATIONAL SIMPLEX NOTE BOOK COVERS AND FILLERS

You can sell more National Simplex Covers because of the varied rulings in which fillers for these covers are supplied. They make an appeal to office men, engineers, architects, draftsmen and allied trades—as well as students, for whom the book was designed. The covers are popular because of their attractive bindings (choice of three) and the simplicity of the mechanism, for which the books were named.

[*A Sample Folder showing the complete line will be furnished to Stationers, with your own imprint—on request.*]



NATIONAL PRINTED CASH BOOKS

THE most primitive form of account-keeping requires *at least* a Cash Book. National Cash Books are made up in styles and bindings to supply a diversified demand. The book shown at the right is serviceably bound in full duck, with Russia corners and green edges. More pretentious volumes are listed on pages 115 and 116 in the National Catalog No. 22.

New Supplement and School Goods List

Requests are being daily received for this new supplement, still in the press room. You will want to learn of the changes, and new goods listed in this supplement. Send in your request today and get in on the first mailing.

NATIONAL BLANK BOOK CO. HOLYOKE MASS.

BLANK BOOKS

LOOSE I-P LEAF

PROUD—AND BUSY

We have been accused of being proud.

There are two kinds of pride.

One kind keeps the tailor busy enlarging the chest measure—and the word "chesty" is one of the surest fire insults in the American language.

The other kind—pride of achievement—keeps its owner too busy to worry about the fit of his coat.

We'll admit we're proud — but we are also mighty busy.

Busy keeping a reputation as originators—busy handling the largest volume of business in the Loose Leaf field — busy helping the finest dealer organization in the world to increase their profits, and most of all—

Busy living up to the obligations of good merchandise and fair prices which go with leadership in any field.

Irving-Pitt Manufacturing Co.
Kansas City, Missouri

SIMPLICITY

Getting Typewriter ready for use—a little pull forward and it swings into position. Note horizontal position of Typewriter.

EFFICIENCY

Typewriter in use—no need to disturb books and papers on writing bed. No obstructing brace to interfere with knee space.

ALL OF THE BEST

Features in the construction of a most serviceable Typewriter Desk are embodied in

"2 in 1 CLEMCO"

A little study of the illustrations and their comments will give some idea of its great value. It is absolutely the best Typewriter Desk that has ever been produced; it fulfills every requirement of a Clerical Desk; and as a combination Typewriter and Clerical Desk *it reigns supreme.*

The "2 in 1 CLEMCO"

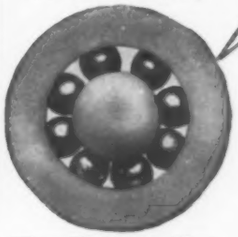
is equipped with

"Clemco" Ball Bearing, All-Steel Mechanism

shown in phantom to the right.

Write for Catalog

Patented Sept. 21, 1909; Aug. 13, 1912; Nov. 24, 1914; others pending.



"Clemco" Ball Bearing Wheel

A CLEMCO DESK
THE CLEMETSEN CO
CHICAGO, U.S.A.

Trade-Mark.

2608 Flournoy Street CHICAGO

Pacific Coast Office: 674 Mission Street, San Francisco, Cal.
F. W. BULLOCK, in charge.

—in Offices where Minutes Saved mean Dollars Saved—this Machine is a Necessity

because it is the **only** machine which **successfully** supplants costly hand or carbon manifolding methods of duplicating Orders or Business Forms; because it reproduces with photographic accuracy any required number of duplicates **direct from the original** without the delay or bother of rewriting. It is, without question, the greatest time, labor and money saver in its specialized field—a machine progressive business men want to know about—which office equipment salesmen can afford to recommend and like to sell.

Commercial DUPLICATOR

fills an everyday **want** in up-to-date offices where the importance of efficiency methods is appreciated—

IN WHOLESALE OFFICES where speedy copying, prompt handling and distribution of Department Orders means greater profits and increased business—the "Commercial" can be relied upon to more than pay back its cost in a short time by preventing delays and errors, reducing order-handling expense and in facilitating prompt shipments.

IN SHOPS, FACTORIES, MILLS AND ASSEMBLING PLANTS—where from 1 to 25 copies of Supplies, Requisitions, Job Orders, Work Schedules or Specifications of various kinds and sizes are required quickly in one or more colors—the use of this machine affords economies of time, labor and money that are almost unbelievable. In one establishment **the saving** on one job of copying **alone more than paid for the complete installation of "Commercial" Equipment.**

Get a copy of our Book, "Duplications of Business Forms and How to Make Them." Its pages are filled with suggestions you can adapt to your business with profit. Mailed FREE on request.

Purchasing Agents & Office Managers Are Urged to Investigate

The Commercial Duplicator is demonstrated at all Official Business Equipment Expositions.

If it is not convenient to visit our displays—write and a practical demonstration of its many uses will be arranged for **in your own office.**

Duplicator Manufacturing Co.

1173 Monon Bldg., CHICAGO **1553 Hudson Terminal, NEW YORK**

EVER SHARP

"The King of Pencils"

must not be confused with the numerous other mechanical pencils on the market. EVER SHARP is not a clutch pencil. EVER SHARP uses continuous thin leads, each one of which is equivalent to one wooden pencil, and eighteen of these leads are always in the pencil. With the thin lead in EVER SHARP you can make entries in your smallest memo book and do everything you can with an ordinary pencil, with this big difference in favor of EVER SHARP—instead of whittling away from two-thirds to three-quarters of the pencil to get at the lead and losing time many-fold more valuable, you simply advance a perfect point whenever you need it and return the point when it is not in use.

EVER SHARP will mean money to you. Let us tell you more.

KEERAN & COMPANY, Inc. Dept. B. BLOOMINGTON, ILL.

Typewriter Desk No. 538

Distinctiveness and Quality

are prime factors in desk sales. It is the possession of these requisites that makes it easy to sell

IMPERIAL DESKS

displayed on the floor or in the window.

Up to date distinctive styles—good workmanship, good finish—make this line of desks popular wherever sold.

Catalogue mailed on request to dealers only.

IMPERIAL DESK CO. Evansville, Ind.

Equipped Better Than Ever to Supply Our Friends

With Bucki Supreme Typewriter Ribbons and Carbon Paper

Our new factory is completely furnished with the most modern carbon coating and ribbon making machinery, which enables us to manufacture a product that is superior. Our line is extensive, including ribbons for all typewriters and for the Multigraph, Writer-press and other duplicating machines; also typewriter, billing and pencil carbons.

You can make the Bucki line a money maker for you. Let us show you. Write for samples.

The Buckeye Ribbon & Carbon Co.

Manufacturers

1265-1267 West 2nd Street Cleveland, Ohio, U. S. A

The Masters' Line of Office Chairs

No. 2187

No. 2187½

A Hard Line to Keep in Stock
An Easy Line to Sell

DEALERS find it hard to keep a representative stock of the Masters' Line on hand. The reason is its strong popularity with the consumer.

It is the one line designed with real appreciation of what the consumer demands in an office chair.

Its roomy comfort, honest, substantial workmanship, graceful, distinctive design and harmonious proportions immediately coincide with the consumer's ideal of utmost office chair serviceability and satisfaction.

The Taylor Rotary Chair Iron alone, with its ease of operation and adjustment and its clever fitness for its purpose, is typical of the advanced position occupied by the Masters' Line.

Repeat orders, running a close race in volume with sales to new dealers, are pouring in at a rate that is continually crowding a fast enlarging production to the limit.

This convincing proof of the Line's saleability is your one best reason for taking advantage of its opportunities.

Write today for prices and details of our agency proposition.

The Taylor Chair Company Bedford Ohio

MODEL NO. 8

BLICKENSDERFER TYPEWRITERS

VISIBLE WRITING
INTERCHANGEABLE TYPE
LIGHT ACTION
BACK SPACER

Equipped With Decimal Tabulator for Which no Charge Is Made.
SEND FOR CATALOG THIRTY-TWO

The Blickensderfer Mfg. Co.
Stamford, Conn.

"SILK GAUZE"

The Dealer with a good Factory Line is going to get Better support, Better co-operation and the VERY BEST of everything that the Manufacturer can produce.

It is natural that the Manufacturer desires to get his own trade mark known and acknowledged as a leader, therefore he expects to and will go to greater lengths to see that his MARKED goods are placed before the ultimate user in the most attractive and satisfying manner.

The channel through which this most desired class of business passes will in consequence be kept lubricated to the greatest possible extent.

Live dealers handling **our** branded goods will receive the same help and interest as a salaried salesman. We always can and are always glad to help our selling organization obtain business.

We insert our reputation with every package of

"SILK GAUZE"

Carbon Paper and Typewriter Ribbons

Columbia Ribbon & Carbon Mfg. Co., 69-71 Wooster St., New York, U. S. A.

Also 212-213 Upper Thames Street, LONDON, E. C., ENGLAND

Made for Work

A desk easily sold and conveniently used.

Also Roll Top, Standing, and Typewriter Desks.

Bentley & Gerwig Furniture Company

Parkersburg, W. Va.

Use the coupon now---it will save you money on your duplicator supplies

Big Users

Such people as the Western Union Telegraph Co., National Cash Register Co., Remington Arms & Ammunition Co., and hundreds of others—large and small concerns—are using my supplies regularly—purchasing more and more each month.

Heyer will save you 50% on Stencil Paper and Duplicating Ink

(Used on ANY and ALL Duplicators)

THE supplies you use on your duplicator have everything in the world to do with the quality of the work. I have proved to thousands of my customers that Heyer's duplicating supplies positively get better results than other makes costing twice as much—with the result that I am now the largest independent manufacturer in the business. With every order I sell I give a positive guarantee of satisfaction or money returned—and in the coupon at the bottom of this advertisement I give you the opportunity of testing out my claims in a very practical way without spending a cent to do it.

Read this FREE offer--then act

Heyer's Duplicator Inks are clear, flow easily, dry quickly, do not spread and never fade. In blue, black and purple--$1.50 per pound in can as shown, or in flat, round can.

Don't risk a single penny. Simply mail the coupon and I will send you a quantity of duplicator supplies—my own make—at my expense. Use them in your work—compare the results with what you are getting now—then if you are not positively convinced, send me back what you have not used. No charge of any kind. I simply want to prove to you that it will pay you to use my supplies. Read these prices!

Heyer's Wax Stencil, 8½x15 in.—24 sheets	**$1.25**
Heyer's Wax Stencil, 8½x18 in.—24 sheets	**1.50**
Heyer's Indestructible Stencil—24 sheets	**2.00**
Heyer's Duplicator Ink, per pound can	**1.50**

Heyer's Wax Stencil Paper gives 1,000 perfect copies of a single letter. Heyer's Indestructible Stencil Paper prints 40,000 copies.

I also manufacture a fine grade of stencil paper and duplicator ink for all flat mimeographs at very attractive prices.

Heyer *guarantees everything he sells*

Use the coupon at once. You take no risk whatever. I back everything I sell with an iron-clad guarantee—no charge if not satisfied. Mailing the coupon places you under no obligation—it simply gives you the opportunity of comparing my supplies with the ones you are using now. It is your first step towards saving 50% on your duplicating supplies—and getting better results at the same time. Act now. Use the coupon.

T. A. HEYER, Dept. O4. 118 N. LaSalle Street -- CHICAGO

Dealers!

Heyer's duplicator supplies are building permanent businesses along this line for dealers all over the country. Every customer you get on Heyer's supplies is sure to come back for more. Take advantage of the free trial offer to prove to yourself that these supplies are the best on the market.

TRIAL OFFER--NO CHARGE

T. A. HEYER, Dept. O4, 118 N. LaSalle St., Chicago

I have placed check marks showing the free trial order which I want you to send me. I understand this places me under no obligation whatever. If the supplies are unsatisfactory, I will return them at the end of one week, at your expense. If satisfactory, I will remit price indicated. I use a _____ duplicating machine.

——Heyer's Wax Stencil, 8½x15 in.—24 sheets	$1.25
——Heyer's Wax Stencil, 8½x18 in.—24 sheets	1.50
——Heyer's Indestructible Stencil—24 sheets	2.00
——Heyer's Duplicator Ink, 1 pound can	1.50

Name _____

Firm Name _____

Address _____

6.00 + 7.50 + 6.50 + 10.00 + 4.50 = $34.50

For the five Sections in this stack and neither "reducer" or "finish" tops are needed.

That is one of the Economical Features in

MEILINK PROTECT YOUR VALUABLES **"Steelcraft" Filing Cabinets**
which will clinch sales for you.

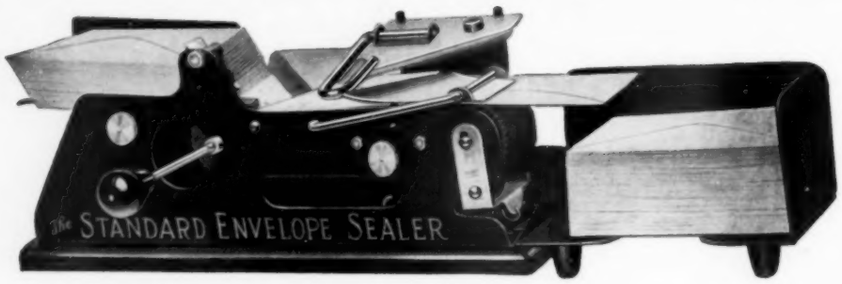
The quality of materials, workmanship and finish; the strength and rigidity of construction; the noiseless movement of drawers; the filing capacity, and the variety of Sections from which to choose, insure satisfaction for every user.

The Agency Discount and the selling helps and co-operation will interest you. Send for it today.

The MEILINK MANUFACTURING CO. TOLEDO, OHIO Department C

The Standard Sealer---Model F

$25



$25

YOU CAN'T BUY A BETTER SEALER AT ANY PRICE. LET US PROVE IT IN A COMPETITIVE TEST AT OUR EXPENSE

The STANDARD receives the envelopes in a stack, automatically feeds, seals and delivers them in a stack moistening only the gummed portion of the flap.

Over 6000 Standards sold in less than eight months. Original principles—exclusive advantages. We shall be pleased to tell you where and why the Standard has replaced the larger power sealers.

SOME PROMINENT USERS:

U. S. War Dept.	Bank of England	Sulzberger & Sons Co.	Ford Motor Car Co.
U. S. Dept. of Agriculture	British Government	Singer Sewing Machine Co.	Colts Patent Fire Arms Co.
U. S. Postal Dept.	Goodyear Tire Co.	John P. Squire Co.	Metropolitan Life Ins. Co.
U. S. Health Service	Library Bureau	Mass. Inst. Technology	Pan-American Union
U. S. Marine Corps	Armour & Co.	Standard Oil Co.	Underwood Typewriter Co.
U. S. Dept. of Justice	National Biscuit Co.	Bell Telephone Co.	Simmons Hardware Co.

Office Appliance Dealers:--This Standard sealer offers you unusual opportunities. It sells at a reasonable price and gives perfect satisfaction, the latter being the most important feature. You can sell this machine and make big profits. Let us lay our proposition before you.

The Standard Envelope Sealer Co., Somerville, Mass.

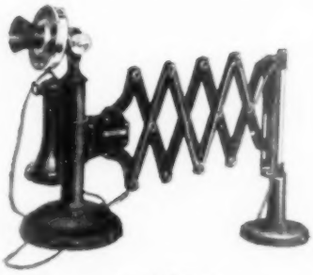
Keep Your Telephone On Your Desk!

USE A

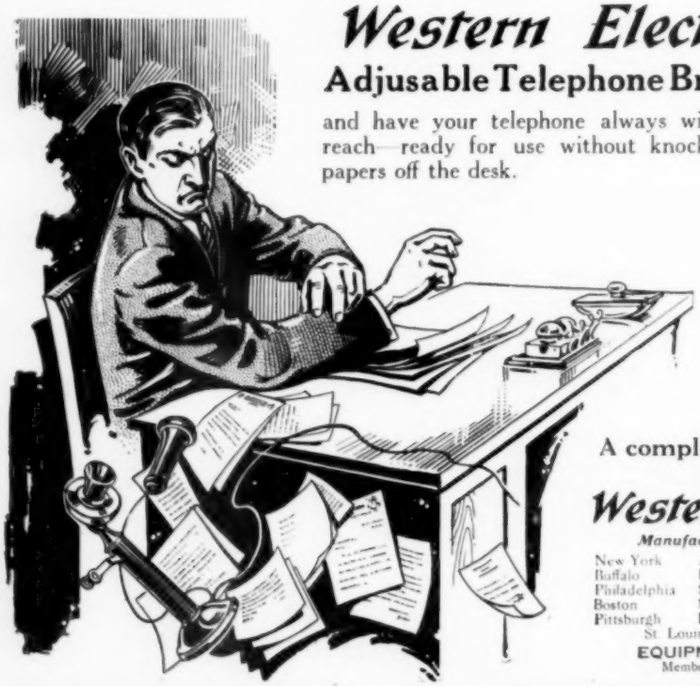
Western Electric

Adjusable Telephone Bracket

and have your telephone always within easy reach—ready for use without knocking your papers off the desk.



No. 147 Type



Holds any desk telephone.

Easy to install and always works freely.

Write to house nearest you for folder 441-BT.

A complete line of sales helps for the dealer.

Western Electric Company

Manufacturers of the 8,000,000 "Bell" Telephones

New York	Atlanta	Chicago	Kansas City	San Francisco
Buffalo	Richmond	Milwaukee	Omaha	Oakland
Philadelphia	Savannah	Indianapolis	Oklahoma City	Los Angeles
Boston	New Orleans	Cleveland	Minneapolis	Seattle
Pittsburgh	Houston	Cincinnati	St. Paul	Portland
St. Louis	Dallas	Denver	Salt Lake City	

EQUIPMENT FOR EVERY ELECTRICAL NEED

Member Society for Electrical Development. "Do it Electrically".

"Our Machines Pay for Themselves Every Two Months"

Statement of a Well-Known User of Monroe Calculating Machines

THE facts prove that the Monroe effects a greater reduction in the cost of handling figures than any other calculating or adding machine. Three fundamental points of superiority enable it to return dividends on its cost sufficiently large to pay for the machine many times over.

First: Anyone can operate the Monroe—your bookkeeper, stenographer, even the office boy. Its principles are grasped instantly; speed is attained in a short time. No expert operator is needed.

Second: The Monroe is the machine of *constant* accuracy, thus saving the delays of errors. It gives a visible check at every stage and makes possible the immediate correction of any operating mistakes. It is the ideal machine for the general accountant because it enables him to do his work accurately the *first time*, without checking back, or doing over.

Third: The Monroe, instead of being specially adapted to one particular kind of work, is fast and efficient on *all* work from simple addition to the most involved computation. It handles small figures as easily and rapidly as large ones.

Not only Adds, but *Multiples, Subtracts* and *Divides* as easily as other machines add.

Every operation on the Monroe is *direct*—you set your numbers in the keyboard as on any standard adding machine; turn the crank forward for ADDITION or MULTIPLICATION; backward for SUBTRACTION or DIVISION. One process is as easy and simple as another. No setting of levers; no strokes to count; no complementary numbers. In short, the

MONROE
Calculating Machine

fills the need for an all-around calculating and adding machine in a way not paralleled by any other device. It is to the interest of every office manager and accountant to become better acquainted with it. Send coupon.

Price $250.

MONROE CALCULATING MACHINE CO.
Woolworth Building New York

Built in our own plant at Orange, N. J.

MONROE CALCULATING MACHINE CO.
Woolworth Building, New York

Without cost or obligation, send full facts about the Monroe Calculating Machine, and tell us how it may be demonstrated on our own work, if we so desire. 4

Name of Firm.....

Address.....

Individual's Name and Position.....

The National Line

now consists of more than FIVE HUNDRED DIFFERENT DESKS and covers a wide range of qualities, styles, sizes and prices

This Illustration shows (6012-C-15 Oak) one of our new models

If you are a dealer or a consumer and like good desks —EVENTUALLY you will buy NATIONAL

NATIONAL DESK COMPANY

HERKIMER, N. Y.

"Y and E"

STEEL
FILING CABINETS

When buying *steel filing cabinets* for protection against *Fire* and *Extreme Heat* remember the "Y and E" *Four Fold Protection* is the only *Real Protection.* It means a *double steel wall, asbestos* and *dead air-space* for each *side, back, top, bottom* and *drawer fronts* regardless of type of cabinet.

See the "Y and E" STEEL Filing Cabinets at any "Y and E" Branch Store or Agency-Dealer. The price *ought* to be higher. They are *lower* instead. Consult us before buying any kind of filing equipment.

YAWMAN AND ERBE MFG. CO.

Rochester, New York, U. S. A.

BRANCHES, AGENTS AND DEALERS EVERYWHERE

Steel Pioneers Since 1887

BY INVITATION MEMBER OF

NEW YORK, U.S.A.

"Leaders of the World" in Filing Devices and Office Systems in Wood and Steel

?

ARE you growing tired of the endless competition for every loose leaf order?

Are you finding that the per cent of your loose leaf profits is gradually growing less?

If your answer to the above questions is "yes," perhaps you have never tackled the loose leaf business from the right angle.

The battle for business on a price basis is a long, up-hill road that leads to nowhere.

You never saw a really big, permanent, profitable business that was built upon any other foundation than meritorious merchandise and service. Did you?

Over two hundred of the largest stationers of the country attribute the success of their loose leaf departments to the high quality of Jones Current and Sectional Post Binders and Jones Eureka Treated Leaves.

We have openings at present for a few more exclusive agencies. Let us prove what the Jones Line can do for you.

WILSON-JONES LOOSE LEAF CO.

CHICAGO—NEW YORK

REAL "QUALITY FOLKS"

To be an aristocrat of the aristocrats implies neither a "blue stocking" origin, wealth, nor an idle existence. The definition of an aristocrat is best given by defining what he is not. Your "quality folks" don't lie—they don't have to. They don't assume to be what they are not—they don't have to and don't want to. They are not ashamed of the houses in which they live, because their houses are as good, as clean and as tidy as their time and circumstances will permit. They make no excuses for their table, for what is fit for them is good enough for their friends or for anyone who chooses to eat with them. They are not ashamed of their circumstances in life, nor of their conduct, when their conduct is as good as they know how to make it. They do not fear the contamination of the wicked, nor the sneers of men, because they are secure in their own standing and safe from attack by reason of innate justness and courtesy. Scandal and ill-report, if directed at them, find no joint in their armor and slip from them harmlessly. They bear good to evil places and take away no stain; they strengthen the fallen for another trial and cheer the downcast, and in losing their strength they keep it. They are as unconscious of their own character as the healthy man is of the state of his stomach, radiating good things from a personality at once simple, sincere, kindly and free from evil intent. "Quality folks" may be rich or they may be poor, and we can find them everywhere if we look for them, even though the species is not so numerous as it ought to be and will be.

The Founder of Christianity crystallized the standard for "quality folks." Paul of Tarsus, Peter, Martin Luther, Washington, Lincoln, Victoria, Julia Ward Howe, Pope Pius X, were conspicuous examples.

It is not circumstances, nor time, nor position, nor birth, but spirit that makes "quality folks." The mark of aristocracy is not a posture nor a habit. It is not determined in the speech by the absence of the letter "r," nor need it be sought with too great assurance beneath the ermine and the silk. It is character—and character unconscious; it is power—and power as unconscious as the sun. It is the possession of the rich man if the rich man wills, and of the poor man if he will have it so. It is free to be possessed and makes of its possessor a magnet so long as the house in which it dwells is worthy of the occupant.

—Hobart W. Martin.

H. E. PENCE

President of the Pence Mailing Machine Company
Minneapolis, Minn.

See Page 96

OFFICE APPLIANCES
THE MAGAZINE OF OFFICE EQUIPMENT
WITH THE KEY ON THE COVER

Vol. 21. No. 4. APRIL, 1915

PUBLISHERS' POINT OF VIEW

What Americans Must Be.

Hobart W. Martin.

NOW and for many years Office Appliances stands and has stood for American manufacturers and American products in all the markets of the world. The publication has consistently presented the advantages of American products at all times, and does not intend to depart from that practice. The overpowering and tragic circumstances in which our friends in Europe find themselves involved have not changed our policy in this respect; hence our articles and editorials upon American opportunities abroad are the result of no new conversion to the principle that Americans should consistently work for as large a share of the world's trade as they can fairly obtain.

But Office Appliances cherishes no delusions as to the results of the present war. It will work no miracle for American products. No cornucopia of riches will be poured into our laps while we remain passive in the conceit of old and outworn practices.

War engenders passion and hatred. Under warlike conditions it is natural for men to believe that never again will they hold friendly intercourse with men of the enemy. We are told in all sincerity that it will be years and years before Russians will deal again with German houses; that English goods will for a long, long time be anathema in Berlin, Hamburg and other German cities, and that the Frenchman can hardly conceive of a time so far in the future when the Prussian commercial agent will again be welcome in Paris. These convictions are all sincere, and they are maintained by men whose normal judgment is perfectly sound. We respect these convictions, and our friends who express them have our sincere affection and our profoundest sympathy for the awful circumstances which have made such opinions unavoidable. Were our hearts and minds similarly engaged, we too would be unable to avoid the same views.

But we are in a different situation. We are surrounded, not by the machinery and accoutrements of war, but by the evidences of peace and industry. We are obsessed by none of the psychology of hate, but on the other hand can look with a longer, calmer vision upon the unused acres of Earth—the waste places which industry will one day make productive, and we can conceive of a time when men will know of certainty that Earth is rich enough and generous enough to feed and clothe and warm all her children if they will but accept her gifts. In these United States of America there are a hundred million souls. A few are in want because the machinery of industry and distribution is yet imperfect. Meanwhile millions of unproductive acres in this land of ours invite the plough of the husbandman in readiness to support in plenty not twice as many people as we now have, but five times as many or even more. The same conditions hold true in South America, and even more so in unfortunate Mexico. And shall we not say that Europe has these waste places, in less proportion no doubt, but shall we not be sure that in peace and toleration millions might find plenty in spots where hundreds of thousands find it a problem to live in armed suspicion?

When the war is over hate will remain for a little while, but of all the sentiments which the human heart can hold, the least productive is hatred. The men and women upon whose shoulders shall fall the labor of rebuilding a wasted continent will not long consent to handicap themselves with a dead weight. Constructive work beyond parallel will be demanded. Social and economic principles will be studied and re-examined as never before. Problems of production and administration will engage the profoundest thought of every nation, and in this work all will join from the highest to the lowest. The grand duchess will not be ashamed to respect and honor the peasant woman whose sons sleep under the sod of a foreign battlefield. The French soldier who returns from the war will find his heart swelling and his eyes glowing over the memory of some magnificent charge the Germans made upon the trenches he helped to hold. And returning Germans will recall with reverence the splendid courage of a dashing French regiment, not even a remnant

of whom survived the shrapnel and the rifle fire which poured from the German works. They will recall the cheerful bravery of the British in the face of death and admire sincerely the soldierly qualities of the Russian and the Slav.

Men cannot fight honestly and well without respecting each other; and such respect will unavoidably result in early friendship and renewal of cordial relations.

It would be absurd to say that this war brings no opportunity for Americans. But any American who would selfishly depend upon the hatred of one people for another, will be deceived. America's opportunity is to show herself as great in peace as Europe is great in war. We must be great in our patience; great in our faith; great in our love and toleration—and we must be great in a sincere and optimistic desire to help in the rebuilding of world trade and prosperity. We must be great enough to know that no man can long prosper from that which destroys another. What is sowed in the wind is reaped in the whirlwind.

To gain permanent business anywhere Americans must be ready to do their full share, to accept responsibility and take occasional risks. We must be prepared, when the war is over, to go in and help, and to help our friends and customers wherever we can, without regard to the reward. In countries where European manufacturers have been predominant, we must be prepared to accept business under the same conditions to which they subscribed and to fill our orders with the same scrupulous exactness and care. The help we extend must be something more than the expression of a desire to build up our own business; it must be a sincere and consistent effort to assist others in getting re-established, offered in the same spirit in which we ourselves would wish to have aid extended were we in similar circumstances. After the war is over only those nations will be prosperous whose industries are active and give employment to men. The aid and encouragement we extend must be from broad motives and whatever we do should be done in such a way as to be free from the taint of self-interest in individual transactions. There is a broad self-interest which helps to build up the prosperity and happiness of others in order that our own prosperity may be made secure. Putting men on their feet is the best sort of business. It is sheer folly to think that we or any one can be prosperous or happy unless the great nations of Europe are in like condition. We cannot live in the world and not be of the world. We should hope and strive for the re-establishment of those industries in our own field now paralyzed by war. The sum of all industry makes good times. Nations which have no factories, whose men are out of employment or engaged in a desperate struggle for bare existence are not good customers. They will not buy when they have not the means wherewith to pay. Therefore, the cry should be—"Build up; extend credit; do whatever may be done to restore confidence and prosperity." Everything depends upon it. We in America shall get in the ultimate result only what we deserve to get.

Finally: The world is undergoing great events. If peaceful America is less than great in effort and in spirit, she will take second rank in world affairs. If we would lead in business we must be among the leaders in the greatness of our good will, our forbearance, our charity and our sheer efficiency.

Another Latin-American Conference.

OFFICE APPLIANCES agrees in the main with an editorial in the New York Tribune of March 10. We are not prepared to urge the wisdom or the necessity of government-owned merchant ships, no matter how neutral may be the ports between which they ply. If American ships are to be encouraged, we believe some method can be devised that will not be fraught with embarrassing possibilities. With this exception we concur heartily in the following Tribune editorial:

"Congress had a happy inspiration when it voted $50,000 to be used in defraying the expenses of a conference in Washington next May between leading bankers of this country and the finance ministers of the Latin-American republics. The rupture of financial relations between Europe and South America, due to the great war, has given the United States the best opportunity it has ever had to become an important factor in South American development. Mexico, the West Indies and the Central American states have drifted more or less within our sphere of influence. But we have never made sufficient efforts to strengthen our position with these customers, and so far as South America is concerned we have never really competed with Great Britain and Germany in supplying commodities or in furnishing capital for the promotion of local enterprises.

"Now the way is cleared for the entry of the United States into the South American market. The Southern republics have been made to realize that their natural community of interest is with us rather than with Europe. Our stability is not menaced by the rivalries which divide and weaken the great powers of the Old World. We are a people devoted to peace and industry, and with resources which will soon greatly outrun our own needs. We have a surplus of manufactures to sell to South America and are in a position to displace Great Britain and Germany to a large extent as a maker of South American loans.

"The greatest obstacle to an extension of trade relations with our Southern neighbors has been the lack of banking exchange facilities. Our bankers must work together with our exporters in getting a firm foothold in the South American market. Fortunately, the reserve system banks are now authorized to establish foreign branches, and our banking relations with South America can easily be made as intimate as Great Britain's and Germany's are.

"Secretary McAdoo put the cart before the horse in his statement when he said yesterday that the passage of the ship purchase bill, of which he and President Wilson were the chief backers, should have preceded the assembling of the financial conference. Mr. McAdoo knows as well as anybody else that a ship purchase bill affecting American trade only could have passed Congress. Mr. Wilson and he refused to make that limitation, and the bill failed because its passage would have dangerously complicated our relations with the warring nations of Europe. There can be little objection to government aid in establishing South American lines, and Congress will undoubtedly give such aid if it is sought in a proper manner.

"But without the facilitation of exchange and credit more shipping would only tide over a temporary emergency. We want to keep the market which the European war has tossed into our lap, and we cannot keep it unless we create proper banking facilities. American bankers could not do a more patriotic work at present than to divert their capital available for foreign use to South American countries. Loaning money to European belligerents will not benefit the United States. But money loaned to Latin America will do a work from which the whole country will eventually profit. It will help to break down the artificial barriers which have shut us off from our South American neighbors. It will make practicable that permanent increase in trade which we have long talked about, but never really worked for.

When credit facilities for that larger commerce are furnished, there will be little trouble about finding additional ships."

Night Work.

IN times when business men are inclined to be pessimistic and to talk about the depression of business and dull times, it is refreshing to hear of factories whose business is so good they have to work nights to keep abreast of their orders. Such a factory is that of the Weis Manufacturing Company of Monroe, Mich., whose orders have been coming in so briskly that they have been compelled to put on a night force to keep within hailing distance of the demand. A recent letter from the company says that it now seems as though night work will have to continue for some time to come.

At no time has this company given up to the notion that it could not get the business. Its salesmen have kept up their efforts harder than ever and the officials of the company and factory heads have abated no part of their customary energy and foresight. The result is *NIGHT WORK* for the factory.

Office Appliances has maintained that business can be had now and at all times by hard and energetic work. The experience of the Weis Manufacturing Company bears us out.

We hope to have early reports of night work from other factories in the office appliances field.

We Start a New Page.

THE general sales managers and the advertising managers of big concerns are, next to the managing heads, the most important factors in business achievement. They may be likened to engineers and firemen of trains. On them depends success in distribution, without which there is failure.

In this field there are sales managers and advertising managers who have become eminent in their professions. Nowhere is their work more necessary and more productive of satisfactory reward. The principles employed in selling office equipment have made for economy and right administration. Men in our field have attracted attention nationally and we often hear of firms in other lines who have adopted principles and ideas used by office appliances men.

This magazine has arranged for a number of portraits and biographical sketches, and begins in this number with sketches of two men who are eminent in this field.

U. S. Commerce Chamber Committee Acts on Important Topic.

THE Board of Directors of the Chamber of Commerce of the United States met last month in Washington and appointed a Federal trade committee to act in co-operation with the new Federal Trade Commission. It is the idea of the board that this committee shall consist of prominent men who have the disposition and will be able to give their time to the important work.

It is decided to test in court the correctness of the regulations of the Treasury Department with regard to the administration of the law taxing net incomes. Under the ruling of the treasury in some cases a man is compelled to pay a tax on a fictitious income.

Plans are being made for a national system of labor exchanges. The board voted to appoint a committee to study these plans. It will be the work of this committee to devise means whereby business men may cooperate with the Federal authorities in an effort to make national labor exchanges effective.

A special committee will be appointed to consider the proposal for a tariff commission. This committee will confer with the President of the United States and the committees of Congress. Similar steps will be taken concerning a national budget. It is a fixed policy of the National Chamber to advocate both a budget and a tariff commission.

Other plans include establishment of a rural credit system, a movement to this end to be presented before the next Congress. The board advocates a pure fabric law, suggested by the National Association of Clothiers. Several new members were admitted to the chamber, vice-presidents and a director were elected and a new executive committee was appointed.

Typewriter Industry in Strong Position.

IN THE March issue of Office Appliances a brief mention was made of the annual statement of the Underwood Typewriter Company, but the encouraging features of this report and its bearing upon the typewriter industry in the United States as a whole were not commented upon.

Office Appliances regards it as nothing less than remarkable that, at a time when the whole world is disturbed by a colossal war involving more than half of the great powers, the typewriter industry of the United States, with its extensive foreign trade reduced to minimum by the war, should be able to sustain its sales by special effort upon the domestic trade alone. The typewriter industry, to be sure, has suffered by the war, but the best evidence of its soundness is found in the fact that it could practically cut its foreign sales out of its calculations and still maintain a good showing—a showing good enough to warrant optimism and to guarantee the future prosperity of the industry.

In this letter to the stockholders accompanying the annual report, John T. Underwood, president of the Underwood Typewriter Company, said, in part:

"The financial reports herewith presented cover the fiscal year of the company ending December 31, 1914. It will be noted that the earnings of the company for the year have decreased. This is largely attributable to the bad business conditions which have resulted from the war, and which practically paralyzed business in the countries of the various belligerents during the last half of the year and also seriously affected business conditions throughout the world. Nevertheless, and notwithstanding these conditions, the company has actually earned and paid during the year its customary dividends on both preferred and common stock, after charging off for depreciation a full and ample amount as appears by the financial statement; and has actually retired during the year $200,000 of its preferred stock previously purchased, for which it paid in the market the then market price, $220,024."

The fact that the typewriter business has kept up in the face of the practical cessation of European demand and the depressed condition of domestic business is as good evidence as one could desire of the fundamental soundness of the industry. The typewriter companies are busy. The volume of sales might be greater, to be sure, but it is sufficient to keep factories at work with a good complement of men, to show a gradual increase of sales month by month and to give every indication of better things than ever when world conditions shall again approach the normal.

Bank Sees Hopeful Outlook.

THE monthly letter of the National City Bank of Chicago for April 1 sees a hopeful outlook for the business of the United States. Several million dollars of gold sent to Ottawa in trust for the Bank of England during the first weeks of the war has been returned to this country. New low records have been touched by exchange on London and exchange on Paris. Although enormous blocks of American securities have been returned by European holders the demand in the American market has been sufficient to absorb what was offered. Preliminary figures covering the March exports show new high records, with a total movement for the three weeks of practically the previous high record total for the entire month of March.

Buying of foodstuffs and war supplies continues, some of the largest orders of the movement having recently been given out to American manufacturers. Applications for new foreign credits are being received daily by the bankers of the large reserve centers. Various loans are being discussed and the indications are that borrowing will enlarge materially if it is found practicable to appeal to American investors direct.

The outlook for business is better than it was, although the volume in most industries is below that of a year ago. Several manufacturing lines have been helped immensely by the work involved in filling war orders and, in addition, much business has been received from nations not directly concerned with the war, but which, because of its complications, find it impossible to satisfy their needs in the European markets. The outlook in the agricultural sections is excellent and the business handled by the country merchants shows that the farmers are spending more money than usual at this season.

¶ EVEN THE SEVEN PASSENGER LIMOUSINE, WITH HOT AND COLD RUNNING WINDOW SHADES, PROVIDES NO COMFORTABLE SEAT FOR FRIEND THRIFT.

Ike Millikan says—"a lot-o-chaps who had no difficulty with ready-made clothing on a salary of eighteen hundred have to go to a tailor when they get three thousand because they are so hard to fit."

A. Hoosier.

MINTINGS FROM MANY MINDS

Being Extracts from Good Things Having a Bearing on Your Business.

HOW DEALERS OFTEN LOSE

An experienced traveling salesman who covers the office furniture trade in the Middle West, points out how stationers sometimes lose money by shortsightedness in trying to sell a cheap article in place of a more expensive one. For instance, they have in stock an article which costs 55 cents and sells for one dollar. Along comes a salesman who sells something almost as good for 40 to 45 cents, to retail at 75 cents. The stationer figures that he can sell more of the 75 cent article than he can of the dollar article. He lays in a supply and starts to push it. Now, the only way the stationer can make as much money on the new article as he did upon the old is to sell three of the second where he would have sold two of the former. Furthermore, he has added to the increased expense in time and labor in selling the cheaper goods. The same increase of labor and attention in selling the more expensive and better article would have brought him bigger returns.

Dealers, we are told, sell 65 cent boxes in place of 75 cent boxes. Here the difference is so small that it is not possible to make many more sales of the 65 cent than the 75 cent article, hence the dealer suffers a material loss in possible profits.

Too many stationers, we are told, lose profit for the sake of cheapness without materially increasing the volume of their trade.

DEPRECIATION A COST ITEM

In determining the cost of doing business in department stores there is an item which recurs frequently, and which is of particular interest to those engaged in the sale of office furniture and other office equipment. This item comes under the head of "depreciation"—cost of polishing, repairs, etc., on floor samples.

How many of our friends in the stationery business have ever taken account of this item of cost?

A leading manufacturing house, making office furniture and specialties for the office, says that they have good reasons from time to time, to bear this item in mind. An official of the company says that stationers are not, as a rule, versed in the manufacture or handling of office furniture, although the number who are posting themselves and becoming efficient is increasing daily. When the stationer receives a cabinet which has been roughly handled in transit so that it needs a little polishing or extra rubbing upon its arrival, the thing to do is not to complain to the manufacturer except in cases where the manufacturer is clearly to blame, but to secure a good workman and have the goods put in shape. Department stores and those experienced in handling furniture recognize this as a regular part of the expense and allow for it in their estimate of furniture department costs.

Many stationers go decidedly lame when it comes to estimating costs and profits. They forget some of the essential principles of business—even forget sometimes that any per cent of a smaller sum is a smaller per cent of a larger sum. Furthermore, many neglect to include all items of cost in their estimates.

Let us suggest here a more thorough and careful computation of costs, including the item of depreciation mentioned above, and finally, let us urge as essential to success the figuring of profit percentages on basis of selling price and not upon net cost.

WASTE OF PRINTED MATTER

This is a little incident relating how the war brought about an unexpected economy.

A manufacturer in this field maintains a considerable item of expense on the printing of cost booklets, sheets, etc., for the use of his dealers among their customers. At stated intervals branch offices and agents are requested to name the amount of such printed matter they desire. After the war began an order came from a dealer for a quantity of a certain folder. The manufacturer checked up his record and found that in one of his offices three thousand of these folders were unused. He requisitioned these and shipped them to the man who wanted them.

Here is a point which other manufacturers might find it an advantage to notice. Much valuable printed matter is wasted by dealers, some of it is injudiciously used, some is stored away and never used, and some of it is simply used for packing. If manufacturers would keep track of the amount of printed matter taken by each dealer and try to maintain some sort of a check on the supply in the hands of dealers at given times, he might find it possible to transfer some of this matter from one point to another and avoid the necessity of much reprinting of expensive circulars.

Anent the misuse of valuable printed matter, we recall an incident which came under the observation of one of the leading manufacturers in this field. This manufacturer enjoys profitable relations with a large number of the principal houses of the United States, one of whom found it desirable to return certain goods to the manufacturer in exchange for a more recent and improved product. When the goods reached the factory they were unpacked in the receiving room,

which the manufacturer happened to pass at the time. His eye was attracted by the character of the packing around the returned goods. He picked up one or two of the pieces of paper with which the goods had been re-packed, and discovered that the dealer was using as packing a large quantity of circular matter which had been printed in three colors on highly calendered stock from the most expensive half-tones obtainable. This matter had been furnished by an eastern manufacturer in another line for distribution by the dealer among his customers. Evidently the shipping room had found this stock and had forthwith proceeded to pack with it without regard to its value or possible use. We are sure that the dealer himself would not have permitted anything of this kind had he known of it, but this does not excuse him for laxness in permitting a condition to arise where such a waste of another man's money could be possible.

Office Appliances knows these facts to be true. For obvious reasons we do not name the dealer who permitted this sort of packing.

TAKE SELF-INVENTORY

"Add yourself up.

"Strike a balance with yourself. What are your assets in salesmanship and what are your liabilities? How fast are you building up qualities that produce—or is your consuming power gaining on your producing power?

"Add yourself up. A pleasing personality, good fortune, or somebody's favor may have put you where you are, but you won't stay there unless you belong there. The qualities which keep men successful in salesmanship are very real. Imagining that you have them will help you get started, but you must develop them to keep going.

"A business cannot run without stock-taking, inventories, and a readjustment every so often. Your balance sheet tells you whether you are making progress or not. It is just as necessary for a salesman to add himself up and compare the result which represents what he is, with himself as he thinks he is.

"It is a positive fact in business that men get into such a rut that valuable qualities are allowed to rust out, and stock of the highest grade deteriorates by lack of use, until that man goes through a tread-mill and thinks he is actually producing; he feels satisfied in his mind with his day's work when he has occupied his chair and "fussed" around from opening time to closing time. If he would add himself up and determine what he has actually produced to benefit that business, and how little pressure his shoulder has actually applied to the wheel of progress, he would be surprised.

"The same applies to salesmanship. Those big qualities which make a man successful cannot be taken for granted. They rust out when you least expect them; they break down unconsciously. Those little errors which subtract from a man's producing power creep in unnoticed, until they change the actual footing at the bottom of the balance sheet.

"Add yourself up! Truly and honestly! You are the only man who can do it. No one knows the worthless material you are carrying except yourself, and when you see the figures and look over the liability column, you will probably be surprised.

"In the other column, no one knows the possibilities for developing big qualities that you have, except yourself. No one realizes as well as you do, what your real power plant is capable of producing.

"The best way to come to a conclusion as to your own salesmanship, is to determine whether or not your line of talk would sell yourself a typewriter.

"As somebody says: 'You can fool yourself most of the time; you can even fool the 'Boss' part of the time; but you can't fool your balance sheet at all, because figures don't lie.'

"Would you mark yourself a high percentage on your selling-knowledge of the Royal typewriter? Would you give yourself 100 per cent on punctuality and attention to necessary details? Would you grade yourself high in the percentage of energy which you put into your work? Does your balance sheet show among your liabilities, time-killing habits? Time is one of the salesman's biggest assets. Time is the thing he sells to his company and to his customer.

"Add yourself up! You are really in business for yourself, and a balance sheet is just as necessary in your business as it is in any other."

—From "The Royal Standard."

MORNING CONFERENCES

Start the day with a morning conference between salesmen and managers assembled together before the business of the day begins. If possible hold these conferences every morning, commencing them a half hour before the opening of the business, and letting them continue from fifteen to thirty minutes. These short, brisk, businesslike conferences will stimulate ideas and help to prevent mistakes. Let the business of the previous day be gone over and encourage sales people to make suggestions. These conferences are most useful when they develop into an exchange of experiences. It is not intended that the manager or the proprietor should monopolize the time of the conference, but these meetings should be so arranged as to give everyone an equal chance and to stimulate the ideas of all.

Many men are extremely shy when speaking before any sort of an audience. This embarrassment is sometimes painful to the speaker who, if he will speak must take himself firmly in hand and force himself to make the attempt. It is remarkable, however, how rapidly one gains confidence by practice.

The shortness of these conferences makes it neces-

sary for every man who speaks to make his suggestions in the fewest possible words. No more than two or three minutes can be permitted a speaker for the statement of his suggestions.

Working in unison will give the force something akin to esprit de corps, a feeling that the success of the business depends upon the brains of each individual. They will feel that they are not working for a man so much as they are for a business, and that they are integral parts of the business and must perform their duties as well as they can in order that the work of other men may be effective.

If something came up yesterday which should not come up again—if some member of the staff has an idea to suggest for the improvement of the service, the morning conference is the place to tell about it. When the routine business of the day is mapped out some article should be decided upon which is to be featured for that day. This suggestion has been made many times by OFFICE APPLIANCES, and those who have put it into practice have realized splendidly upon it. Single out some particular article and instruct each salesman to show it to every customer who comes into the store. The selection of these feature articles for each day will become increasingly easy as all of the salesmen become familiar with the stock, and realize the effect of pushing a particular line of goods.

While not precisely a morning conference, another idea has been suggested along a similar line and is being worked out by a Chicago concern with success. This is the holding of regular monthly meetings by the salesmen of the company. These meetings are held in some suitable place and are preceded by a dinner. Each salesman is given a topic and is expected to take no more than ten minutes in which to cover it. It is said that these conferences have been fruitful of most encouraging and profitable results. They continue about two hours and a half and about eight men participate. In this way all topics pertaining to the practical conduct of the business are covered and each member of the force gives his best thought to the topic which is assigned him. This promotes thought on the part of the salesmen and gives them assurance and practice in speeches. It is good for the business by way of suggestions developed, and good for the salesmen in giving them interest and confidence.

CORRESPONDENCE HINT

Office Appliances is indebted to Printers' Ink and to the Outlook for the following suggestion. We quote it verbatim from the Schoolmaster's Department of Printers' Ink.

The Schoolmaster received from *The Outlook* the other day an envelope that was a distinctive thing. It was about five by eight inches and had the word "Correspondence" neatly printed on the front, and then over to the left there was the following matter:

In reply to your favor of
February 4, 1915,
from The Outlook, 287 Fourth
Ave., New York.

This is a simple device and yet it makes the envelope stand out from the mass of the day's mail.

READ YOUR TRADE PAPERS

It is said that the man who can read and does not has no advantage over the man who can't read. Certainly, he has little. The man who won't read may reform and become a reader; but his is an affliction of laziness and mental inertia hard to overcome. The man who can't read stands in better case, for he may be ambitious; he may see the need of reading and learn how. When he gets the habit he will pass the fellow who won't read.

Reading is the handmaiden of reflection. Ideas generate more ideas. Reading develops memory, stirs imagination, stimulates thought, and makes for better living and better business. The professional man reads along the line of his profession. The business man should read along business lines. The trade papers are reservoirs of ideas.

¶ **Addition to the Staff of**
Fire-Proof Furniture and Construction Co.
Assistant to Western Sales Manager J. R. Scherm,
John Scherm,
Born March 30, 1915.
Tipped the beam at 9 lbs.

Now watch sales of "Security" Steel Furniture climb.

文具界　第八年第三號

（毎月二回一日十五日發行）
大正四年二月一日發行

◉進歩と發達を希圖せらるゝ諸君は内容豐富、趣味と實益を充實せる本紙を座右にせらるる可し

（毎月四十三年十一月五日第三種郵便物認可）

◉本紙は本邦文房具商工界の羅針盤にして又大阪文房具卸商組合大阪毛筆問屋組合の機關也

本號目次

國産文具展覽會開催　中島生
南航途上より大會來!!!　一業者
總選擧と實業界　白雨生
海外彙報　一記者
萬年筆界　天來生
▲組合錄事
地方取引改善ひとり言　群月生
商略　天閑生
僕の著に就て　波多野書
業界彙報　擔當記者
▲其他十數項

Black and White Reprint of a Colored Front Cover Page of Bungu Kai (Stationery World) Published Monthly at 6 Itcho-Me, Osaka, Japan. Bungu Kai is the Leading Japanese Periodical in the Field. It Carries the Advertisements of Manufacturers of Inks and Adhesives, Clips and Clip Boards, Drawing Instruments, Fountain Pens, Pencils, Pen Points, Blotters and Blotter Holders, Erasers, Brushes for Writing Japanese and Chinese Characters, Carbon Paper, Sporting Goods, etc.

THE RIGHT WAY TO FIGURE PROFITS

By Thomas A. Fernley, Author of "Price Maintenance," a 300-Page Book, "In the Cause of Better Profits," Published by The Commerce Publishing Company of Philadelphia, Pa.

EDITOR'S NOTE.—While Mr. Fernley's booklet, "The Right Way to Figure Profits," makes a rather formidable article, we believe that dealers who read it will find themselves well repaid for the trouble. It is a remarkably clear analysis of the subject, whose importance no one will deny. We are indebted to Mr. Fernley for permission to reprint his booklet in this form. It is a copyrighted work, hence must not be published without Mr. Fernley's express permission or that of his house, the Commerce Publishing Company, 505 Arch street, Philadelphia. The author's larger book, "Price Maintenance," which sells for $2.00 the copy, is recommended as a most valuable work for those who desire to go more deeply into cost finding problems and matters of business administration.

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IT is indeed remarkable that on such an important subject as the method of calculating the precentages of profits there should be such a variance of opinion as seems to exist, for the issue involved is vital to the welfare of every one engaged in any form of commercial activity.

True, the vital issue is the showing of net profit in dollars and cents at the end of the year when the inventory is completed and books are closed, but in order that this showing should be satisfactory, the proper method of figuring profits should be pursued during the year. In our mind there should be no misunderstanding as to the correct method of calculating this most essential element in every business transaction, for accuracy is the twin brother of honesty and right methods are necessary for the attainment of any desirable thing.

Every man engaged in business ought to be able to see that John does not have 50 per cent more than James, because James has 50 per cent less than John.

Yet many business men seem to have persistently refused to acknowledge that *any per cent of a smaller sum is a smaller per cent of a larger sum*—that if a fixed sum is a certain per cent of a certain sum, it is a smaller per cent of a larger sum—or to put it concretely, that if 25 is 25 per cent of 100 it is only 20 per cent of 125 and 25 per cent increase over cost is 20 per cent profit on the selling price.

An incorrect or incomplete understanding of percentage of profits and failure to observe the proper method of figuring the percentage of profit is the rock on which many commercial undertakings have gone to pieces.

The subject of percentage of profit has not been given sufficient consideration by the school and college text book writers, especially from the standpoint of business men, so that the insufficient and incorrect understanding of the question has led many to falsely believe that the percentage of profit should be figured on the cost.

The method of figuring the ratio of profit on the sale is declared by many who may not be fully informed to be diametrically contrary to the methods taught in our schools, and is therefore loudly decried by those who now insist on using the net cost as a base, to their consequent loss.

So that it may not be misunderstood, it should be said that it is *scientifically* correct to use either the cost or the selling price as a base in figuring the percentage of profit, so long as it is stated on what base the percentage has been calculated. This, however, should not be regarded as being in the nature of an academic discussion for it is certainly the privilege of professional men to hold any views that they may prefer on this subject; but it is hoped that they will concede to business men the same privilege, especially when the method followed has such a decided effect on the volume of Net Profit realized from the conduct of their business, and permit them to adopt that method which most fully answers their requirements. The idea is to prevent men from figuring the cost of doing business on the gross sales and their percentage of profit on the cost of merchandise—without appreciating the fact that it makes a difference.

School and college text books refer to this question as "Percentage of Gain and Loss," and the initial figure or cost is used as the base.

Some text books use as the base a prime or net cost and again others add a certain amount for expenses using the gross cost as the base. So far as the question under discussion is concerned the percentage of profit should be figured on the selling price, just the same, whether prime cost or cost plus selling expense is used.

Many of the examples given refer to abstract figures, citing such cases as the following:

"If the population of a town increases from 30,000 to 45,000, what is the percentage of gain? Answer—50 per cent."

This is, of course, correct, and the words "gain" and "increase" are properly used in this connection, but this bears no relation to the question of percentage of profit as applied to commercial transactions involving money.

With the cost as a base or 100 the text books figure that if 25 per cent is added the percentage of profit is twenty-five one hundredths (25/100) or ¼, which is equal to 25 per cent. In this case we would consider the cost as 100 and the added 25 per cent would make a total of 125.

The selling price should be considered as 100 per cent (100%) and percentage of profit would be 25/125 or 1/5 which would be 20 per cent profit on the sale.

A percentage of gain or increase of many hundred per cent is possible but as percentage of profit is on sale, 100 per cent profit is impossible unless the goods are secured free of charge.

The percentage of profit and the percentage of cost of doing business should both be figured on the same base.

First, let us consider what we use as our cost. Almost all merchants consider as cost the invoice price or "prime" cost, with no selling or other expenses added, merely figuring in the cost of delivery to their warehouse.

All operating expenses, storage, selling, office expenses and every other item of expense and profit must be provided for in the difference between this net cost and the net selling price.

On the other hand, manufacturers very generally start with their shop or mill cost and add to this all the direct outlays incident to placing the goods in the hands of the buyer. This includes storage, selling expenses, office expenses, packing, freight and all miscellaneous expenses, making a gross cost above which everything is profit.

This fact accounts in a measure for the variance of opinion between some manufacturers and merchants on this question. Manufacturers are prone to tell merchants that on their line of goods a profit of 25 per cent is made, when the fact is that the gross profit is 20 per cent on the sale. If arguments of this nature are properly met, a change of method beneficial to the entire business community will be effected.

The fact is, however, that no matter whether the prime or gross cost is used the percentage of profit should be calculated on the selling price.

Business men generally are coming to a knowledge of the fact that universal convention in an approved method of figuring the percentage of profit adapted to business conditions, will accrue to the general benefit of all.

Some of the more important reasons for pursuing this method of figuring the Percentage of Profit on the sale are as follows:

In every business (we refer more particularly to merchandizing) two separate amounts of capital are required. One item of capital is required for investment in merchandise. Another item of capital is necessary for operating expenses, selling expenses and all other expenditures not properly chargeable to merchandise account.

All the capital invested in the business must produce a proper return. Dividends are obviously impossible on the entire amount of capital invested unless all is considered in making selling prices.

If the percentage of profit is reckoned on the cost of merchandise only, no provision is made for the other necessary item of capital demanding returns.

The sales totals are always readily ascertained, but the total of each individual, daily and monthly cost of goods sold is seldom, if ever, recorded in the books of business houses.

Therefore, with the sales totals always present and the fact conceded that the purpose of the business is primarily selling, is not the sale a proper base for all calculations, and how could cost be considered when it is not definitely known by reference to sales books?

Gross costs can only be ascertained from the totals obtained at the end of the business year, and are not shown daily as are the gross sales.

The amount of profits depends largely on the volume of business, so that the percentage of profits to sales is clearly indicative of the character of the year's work.

The percentage of profits on cost would not indicate so accurately the result of the year's business.

The percentage of expense of conducting a business may be readily ascertained by dividing the gross expenses by the gross sales. As this percentage of expense is on the sales, it is thought best to refer to the percentage of profit on the sale to avoid any misunderstanding and consequent loss through the use of any other method. For instance, if you figure your percentage of profit on the cost and your overhead expenses on the sale—you may add 25 per cent to the cost—with an overhead expense of 20 per cent on the selling price and expect to make money. Do you?

The fact that a profit is not made until a sale is actually effected further advances the selling price as the proper basing factor for percentage of profit.

The salary or other form of remuneration of salesmen is always reckoned as the sale and the amount is always based more or less on a percentage of the sales totals.

Mercantile or other taxes of a similar nature are assessed on a certain percentage of the annual sales.

Also if any special taxes are levied by the state on the sales of any special goods, such as revolvers, drugs, etc., the amount is always a certain percentage of the selling price of such items and not a percentage of the cost.

All allowances in percentage to customers for any reason, or no reason at all, are based on the selling price. There is the 10 per cent allowance by department stores to the clergy, dressmakers, teachers, etc., all deduct the 10 per cent from the selling price, and they neither know of nor care about the cost.

Certainly the astute managers of department stores do not *add* 10 per cent and then allow 10 per cent, thereby losing 1 per cent.

The use of terms of percentage in the advertisements of retailers has educated the consumer to figure percentage.

No merchant enjoying a reputation for honesty would think of making such an alluring promise as to give a dollar's worth of goods for fifty cents or even the whole dollar's worth for nothing.

This probably seems ridiculous, yet such expressions as "Let us save you 50 per cent to 100 per cent on your clothing bills" are used by some business houses.

None can fail to realize what a saving of 100 per cent means. It means that they are going to give away the goods or merchandise offered.

The consumer only has before him the selling price, and although the merchant may be making 200 per cent *increase* over the cost on his goods, he can never, never make any money selling to the consumer at a saving of 100 per cent even if he got the goods for nothing—in which case he would only come out square and at a loss of his operating expense.

Again, through this illustration, we see the advisability and wisdom of figuring, talking and thinking of the percentage of profit as based on the selling price—not on the cost.

The men who figure profit on the cost price aim to prove the correctness of that method by saying:

"Start out with a dollar in your pocket, and buy two bushels of potatoes at 50 cents a bushel. Sell them at 75 cents a bushel. You now have $1.50. You have gained 50 cents. Now 50 cents is 50 per cent of $1.00, and the profit is 50 per cent."

We are dealing with the man who keeps books; who knows what his sales totals are; who has an expense account; whose salesmen look for a compensation equal to some fixed percentage of their total sales.

If our potato-selling friend in the illustration had incurred extravagant overhead charges—auto delivery, etc., to sell his potatoes and his selling cost would have been 40 per cent on the sales—his profits would have been losses.

Some have an impression, doubtless based on an inaccurate and incomplete information, that this method of figuring the percentage of profit on the selling price is for the purpose of fooling one's self into the belief that one is making less money than is really the case. This is not so. Business men should figure the percentage of profit on the selling price in order to arrive at the exact truth and to avoid fooling themselves into believing that they are making money when they are losing.

Of course, net profit in a sufficient volume of *dollars and cents* is the ultimate goal, but again the fact may be repeated that correct methods are necessary to the attainment of any desirable thing.

As an illustration of the greater safety of figuring on sales, especially with untrained minds which do not properly discriminate, a case may be cited where the general manager of a business sold an article which cost 80 cents for $1.00 and, basing his percentage of profit on the cost, figured that he was making 25 per cent. At the end of a given period the sales totaled $20,000. The manager told a stockholder the amount of sales and also the percentage of profit.

The presumption was that a profit of $5,000 had been realized, while the books only showed a profit of $4,000, or 20 per cent on the sales.

This general manager was doubtless like many other men in the fact that it is necessary for them to explain many, many details. Then, why add one more item to this list of things to be explained, when useless, time-wasting expositions could be spared manager and stockholder by figuring on the selling price.

Cases have come to our notice where arrests for defaulting have actually been made in such instances, and the wisdom of figuring the percentage of profit on the sale has been taught the prosecutor and defendant at considerable expense.

As a specific instance of a case where the matter of the method of figuring the percentage of profit was reviewed in court, it is on record that some years ago a Philadelphia cloth merchant had his manager (who was also his bookkeeper) arrested for embezzlement.

The facts were that the proprietor had a certain line of imported goods on which he had a fixed percentage of profit—say 25 per cent. He figured his profit on the cost—not on the selling price.

The proprietor went to Europe. When he came back he looked over the books and found that the sales during his absence amounted to $125,000; he thought of the 25 per cent profit he had been making and thought he should have $31,250 gross profits.

On referring to other records he found that he had but $25,000 gross profits—he figured he was short $6,250 in his gross profits. He had the manager arrested for embezzlement. The manager was thrown in the county prison; an expert accountant was sent for, and two days' work on the books failed to reveal any irregularities. The expert accountant closely questioned the merchant as to how he came to charge the manager with embezzlement.

This conversation revealed the startling fact that it was on the matter of an incorrect conception of net profits due to a false method of figuring the percentage of profit that the charge of embezzlement was laid.

Two hours' attempted explanation, by the expert accountant, of the matter of the methods of calculating the percentage of profit and an attempt to show that any per cent of a smaller sum is a smaller per cent of a larger sum, or that 25 per cent of 100 was 20 per cent of 125, failed to show the merchant where he had made his disastrous mistake.

The accountant then sent for a box of matches. He counted out one hundred matches. He then added 25 matches for the 25 per cent profit that the merchant talked about. Then said he: "We will suppose that these 125 matches equal the amount of your sales, $125,000, as you saw when you came home from abroad. You believed you were making 25 per cent profit. You did not think whether this percentage was on the cost or on the selling price.

"You possibly thought, in common with a great many other merchants, who have given the matter no consideration, that it made no difference—but, sir, you went to your sales account, or to these 125 matches, you took therefrom 25 per cent of the amount

of your sales, $125,000, and, in so doing, you went into your cost 6¼ matches, or $6,250.

"In other words, you calculated you had 25 per cent—31¼—($31,250) on the 125 matches or $125,000, whereas you had made a gain of this 25 per cent not on $125,000 but on $100,000—you had only made 20 per cent on the $125,000 or $25,000, so the best thing you can do is to get this manager out of jail and make amends to him as best you can."

The merchant saw his mistake and forthwith secured the release of the bookkeeper from prison, but incidentally paid $2,500 damages for false arrest and imprisonment.

In a recent series of articles, "The New Gospel of Efficiency," Mr. E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Company, Detroit, said:

"A retailer was buying shirts at $1.00 apiece. I asked him how much it cost him to do business. He said he thought 25 per cent would cover it. I asked him what he thought he would make on it; he said he marked it up for 20 per cent profit and his price was $1.45. His price should have been $1.81 to make a 20 per cent profit."

[Ed. Note.—The retailer arrived at his selling price by adding to the initial cost ($1.00) 45% of $1.00 ($.45)—25% for what it cost him to do business, 20% for profit. If he had used the selling price as a base or 100%, the initial cost of each shirt, $1.00, would equal 55% of the selling price—100% less 45% (20%+25%). If 55% equals $1.00, 100% equals $1.81+.]

This statement from a prominent official of a company making wonderful calculating machines, and whose daily work has to do with the various methods of correct and rapid figuring, would surely not be based on any method except the right one.

Furthermore, the method of figuring the percentage of profit on the selling price is followed and insisted upon by thousands of manufacturing and mercantile houses throughout the country, who only advocate methods which are absolutely correct and in accord with sound business practices.

From an article printed some time ago we quote as follows: "You will find in every arithmetic such examples as: A man buys a horse for $50 and sells him for $75; what percentage of profit does he make? Answer: 50 per cent." No more fatal and misleading ones were ever penned. They lead us to think of the percentage of profit from an unbusinesslike standpoint, and cause many business men to think they are making larger profits than they really are. This makes them prodigal of expense and often leads to a failure, which with a more thorough knowledge of percentage could have been avoided.

Suppose a man to have in contemplation the sale of a horse on the basis of the above transaction. A broker approaches him and offers to conduct the negotiation. He asks a commission of 33⅓ per cent.

Now, the owner of the horse, having a profit of 50 per cent in sight, agrees to this, and the broker, having completed the transaction, renders a bill as follows:

Sold one horse at	$75
Commission, 33⅓%	25
Due seller	$50

The seller's books would show a profit of 50 per cent entirely eaten up by a commission of 33⅓ per cent. Not good figuring, is it? Still that is the way nine-tenths of our smaller merchants figure, which fact often accounts for their being small.

Always figure your profit on the sale. Then you will be on the safe side. To obtain the correct percentage of profit on any transaction subtract the cost from the selling price, add two ciphers to the difference, and divide by the selling price.

An article costs $5 and sells for $6. What is the percentage of profit? Answer, 16⅔ per cent.

Process: Six dollars minus $5 leaves $1, the profit. One dollar divided by $6, decimally, gives the correct answer, 16⅔ per cent.

An article costs $3.75. What must it sell for to show a profit of 25 per cent? Answer: $5.

Process: Deduct 25 from 100. This will give you a remainder of 75, the percentage of the cost. If $3.75 is 75 per cent, 1 per cent would be $3.75 divided by 75 or 5 cents, and 100 per cent would be $5. Now, if you marked your goods as too many do, by adding 25 per cent to the cost, you would obtain a selling price of about $4.69, or 31 cents less than by the former method. Which is right?

When you take 25 per cent off the selling price, figured according to the first rule, you will still have your cost intact. Take 25 per cent from that second sum and see if the cost remains.

A large department store changed hands. The goods in stock, to cover freight and other charges, were marked up 10 per cent. They were to be sold at actual cost, but for convenience' sake were invoiced as marked. The inventory having been completed, nothing remained to be done but take off the 10 per cent that had been added.

The parties to the sale accordingly approached the accountant having the matter in charge with a request that this be done. The man of figures set about making an elaborate calculation with this object in view, when he was questioned by the seller as to what he was doing.

"Reducing the goods to cost," he answered.

"Nonsense! Just take off 10 per cent," said the seller.

"Do you want it done that way?" asked the accountant.

"Why not?" said the merchant.

"Well, just add 10 per cent to a dollar and from the amount thus obtained deduct 10 per cent and see if you have your original dollar left."

The merchant saw the point at once.

An example of Advertising by the Williams Printing Company of San Angelo, Tex.

THE DEALER'S ADVERTISING — MAKING IT PAY

An Example or Two of Advertising and
Window Display.

IT IS a popular impression that all advertising is good but that some advertising is better. This impression perhaps leads to hasty and ill-considered advertising copy and to distressing disappointments on the part of the individual who pays the bill. Clearly all advertising is not good, because some advertising does not bring results while other advertising does bring results. The real touch-stone of the value of an advertisement is the results it brings counted by the number of people who come into the store of the advertiser, or who write to him as a result of the advertisement. There should be, therefore, some way of determining what is good advertising and what is not, and to start with we may repeat the obvious by saying that advertising is bound up in ideas and their proper expression.

One should have a thorough understanding of the goods he wishes to sell and an impelling conviction that his goods are best fitted to perform the service for which they were created. This sort of a spirit is what makes good advertising, whether in newspaper copy or in conversation, across the counter or in personal letters.

As another step, we may assume that one of the cornerstones of good advertising is service. One must give the idea that the goods advertised will perform a valuable service for the reader. A dealer in office appliances can always conscientiously apply this principle because there are hardly any machines or devices which possess practical values that will not promote economies out of all proportion to their original cost. Allied to this idea of service is the idea of quality, for the best service is closely related to the best quality, so that when the dealer is advertising a staple line, such as pencils, he can readily emphasize points of quality, grade, etc., sticking at all times to the truth, but putting those points foremost which the customer himself would be inclined to consider of first importance.

There is a notion that advertising display consists of a few short words printed at the top of the advertisement in big letters. Sometimes these words do not have any necessary relation to the text which follows, and it sometimes happens that the text below the noisy headline leaves much to be desired. One should read an advertisement because it is interesting, because it tells something that one wants to know and tells it in a way which makes one want to buy the

article described. Noisy advertising, so termed, is psychologically wrong. Frank Alvah Parsons, president of the New York School of Fine and Applied Arts, and professor of Art in Advertising Display at the New York University, in a recent address made the following statement:

"No living man can think of two things at once. Advertising display is not all the different things you can possibly introduce, but the fewest you can introduce which are in sequence along the line in which you want people to think. They must be led in their thinking just as children must be led to talk. Throwing in all this by-play won't work, because I have tried it on thousands and thousands of men and women. I do not need to have a picture express every detail. I want the picture to express one or two qualities that a person is absolutely obliged to believe as he reads. Pictures have violated this rule and goods have been sold in spite of it, which means that the public has eliminated the unimportant things and found the important in the display. If you introduce a thing into your display which is irrelevant, do you not make a bid to the human mind to follow the irrelevant thing? Anything irrelevant is a waste of material, space, money and mental consciousness."

Size of an Advertisement.

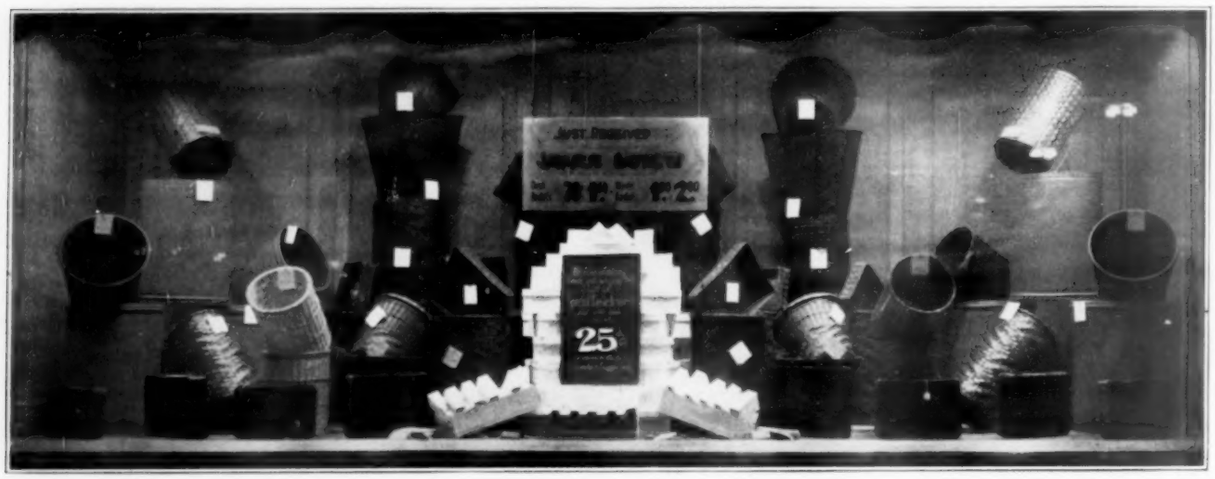
The first thing which strikes the disinterested person with regard to an advertisement is its size. One of the colleges not very long ago tried an experiment in its department of psychology to discover the memory influence of different sized advertisements upon a given number of students. They were given magazines and told to run through them and then write the names of the advertisements they remembered after a hasty survey of the advertising pages. It was found that the average was much greater for the full page advertisements than for single advertisements in any other size, the smallest advertisements being least often remembered, half pages somewhat less often remembered than full pages, and quarter pages less often remembered than halves, but where a quarter page advertisement was repeated four times in the same magazine it was found that this four-time repetition occupied the head of the list in point of memory impressiveness.

The man who understands advertising in all its aspects should not neglect harmony of shape. Not only harmony of shape but harmony of color is important in window advertising, and it is of advantage for the window trimmer to understand something of harmonious geometrical and architectural forms. Simple books on designs, color harmony and architectural designs are obtainable at slight cost, and will repay perusal.

The advertisement reproduced herewith shows admirable balance and harmony of form.

The Williams Printing Company, printers and stationers of San Angelo, Texas, have achieved much success in the use of their local newspaper for advertising. Occasionally they use a full page in the local paper, usually in the Sunday editions, and devote this page to a single line of leading goods. Their view of the results of this policy is that the large advertisement will not be overlooked and that it does produce sufficient business to warrant its occasional use. Even if the advertisement does not bring business direct, its size and prominence makes it a dominant factor and the occasional use of such advertising has phychological value.

Better direct results are probably obtained by the more frequent use of small advertisements. The cost of advertising in newspapers in smaller cities is not so great as it is in metropolitan dailies, and we are inclined to think that the results are proportionately greater, since smaller communities are not burdened with an excessive amount of advertising.



Window Display in Store of Stevens-Maloney & Co. Window Overlooks the Arcade and Shows an Assortment of Waste Baskets Including Fibre Baskets, Japanese Baskets, etc. In the Center of the Display is a Special Showing of Envelopes.

Salesmen of Joseph Dixon Crucible Co. at Philadelphia Convention. The gentleman in the center whose face is in the circle is W. G. Stringer, Manager of the Philadelphia office of the Company.

PENCIL MAKING AND PENCIL SELLING

In Two Parts.

Being an Address by W. G. Stringer, Manager of the Philadelphia Office of the Jos. Dixon Crucible Co., before the Philadelphia Stationers' Association on Thursday Evening, March 11, 1915.

PART ONE—PENCIL MAKING.

AN IMPORTANT underlying principle in the successful sale of any article is a comprehensive knowledge not only of its characteristics, but also of its manufacturing processes. Few stationers would care to burden themselves with a detailed knowledge of pencil manufacture, but all should have a fair working knowledge of the subject.

I know of no better way to give you a concise history of lead pencil making than to quote from a brief address on this subject delivered before the "Boost Club" of New York City, in 1906, by our late vice-president and general manager, John A. Walker, and coming as it did, from his lips, I feel it will be interesting to some of the older men present, who had a personal acquaintance with Mr. Walker, because it will bring back to their memories the charming and impressive personality of one who gave his life to the pencil industry.

(Mr. Walker prefaced his remarks with an interesting account of two interviews with the late Robert G. Ingersoll, wherein the celebrated orator expressed interest and surprise at the fact that lead pencils are made in this country and at the growth and development of the industry.)

Mr. Walker then continued as follows:

"When I was a school boy, many years ago, I was told by my teacher to bring a drawing-book and a Faber lead pencil the next day. In those days money with my parents was not so plentiful as it might have been, but I went home and got the money and got the drawing-book and a Faber pencil. Thirty-five or forty years after, it was with a great deal of pleasure that one day in 1894 I was in Nuremberg, Germany, where I visited the great factory of Faber, and had an introduction to Mr. Faber himself. I could not help, at that moment, thinking of how forty years before I was begging my mother to buy a lead pencil made at this factory, and now I was visiting him as general manager of an American lead pencil factory which stood as high as the Faber did in Germany.

No Lead in a Lead Pencil.

"The first thing about a lead pencil is that there is no lead in it, that is, no metallic lead. The heart and soul of a lead pencil, commonly known as lead, is properly called 'graphite.' The mineral has three names: graphite, plumbago and blacklead. It is called 'graphite' in scientific circles, 'plumbago' by the Custom House people, and 'lead' in ordinary parlance.

"There is not a very remote antiquity to the lead pencil. Some old parchments are known that were marked with lead ruling, but this must have been metallic lead. LeMoine, a writer of the year 1537, speaks of documents marked with graphite. Other writers have found papers which were evidently written with a piece of graphite inserted in the end of a stick. This shows the evolution of the pencil, beginning with the use of a piece of graphite in connection with a stick.

"The first pencil factory in America was founded by a school girl. There was a graphite mine in England at that time, called the Barrowdale mine. This school girl, from somewhere, obtained some pieces of graphite from this mine and anticipated quite closely the pencil method of modern days. In some way she crushed the graphite, either with a hammer or a stone, and then employed gum, mixing the two together, and then cut an alder twig, dug the pulp out, and stuffed the little alder cylinder full of this gum and graphite, and thus produced the first lead pencil made in America. This took place in Danvers, Massachusetts. Later a man by the name of Joseph W. Wade cooperated with this girl, and together they made a number of lead pencils after the same fashion. The girl's name is not known.

"After Mr. Wade came one Monroe who made pencils first at Concord, N. H. They were fairly well made and answered the purpose, and became articles

of commerce at that time. About the same time the well known literary man, Henry D. Thoreau, also of Concord, made pencils. Thoreau was an impecunious man, always poor, always in trouble for lack of ready money, sometimes in debt, and at one time was put in jail for not paying his taxes. After he got his pencil business started, his friends said: 'Now there will be an end to Henry's poverty,' but he dropped the work about as soon as he commenced it and said he could not afford to spend his time on something that was already finished. If he could have seen the lead pencils of today he would not have thought that he had worked out to its full completion the evolution of the lead pencil. This happened somewhere about 1820 or 1825, in Concord, N. H.

"After him came a man by the name of Wood, who associated himself with Monroe. Wood was a very clever fellow, an inventor and originator of clever machinery, and made some circular saws and knives which he set to work on pencil making. In that way he anticipated some of the up-to-date features of the present pencil machinery.

"Joseph Dixon, the founder of the Joseph Dixon Crucible Company, about this time also made lead pencils after the same system. We have some in our office yet that he made at that time. This practically completes the beginning of lead pencil making in the United States.

"To go back to England: the Barrowdale mine was the source of the graphite, and the pieces of graphite quarried were said to be in such form that they could be sawed and pressed into the wood. It could easily be foreseen, however, that pieces of this kind were not very numerous. It then occurred to a Frenchman by the name of Conte to powder the graphite and put it together with a binding material, and he worked at it until he produced the graphite part of the pencil substantially as it is made now. Not much, however, was done with it, either by Conte or by any other Frenchman. The Germans then took it up, and while this Frenchman was the originator of this system, to the Germans belongs the credit of working it out and putting it into its present shape.

"Concerning the coming of the Germans to America, Eberhard Faber came first in 1861; the second American factory was founded by what is known as the American Lead Pencil Company. They started in 1864. In 1868 the Eagle Lead Pencil Company transferred their interests here, and in 1872 the Dixon Company started. The Dixon Company sold their first pencils in 1872. They had been experimenting three or four years before that, and the first invoice was sold to Voorhees Brothers, Morristown, N. J.

The Process of Pencil Making.

"The work of pencil making is picturesque. All the visitors to the works say they had no idea it took so many processes to make a pencil. The work is ingenious and attractive, and displays a nice exhibit of mechanical talent. The number of raw materials used is between forty and fifty, and the whole world contributes to the assembling of the raw materials. Most of the processes are done by automatic machinery, and the process of pencil making is an object lesson which pleases everyone who comes to see it.

"Graphite is mined in much the same way as coal. The Dixon graphite mines are located at Ticonderoga, in the northern part of New York state, and the Dixon cedar mill is in South Florida. These graphite mines produce about 130 tons of rock and graphite every day, and the machinery for producing it is very large and consists of an elaborate system of crushing stamps and washing mills. The graphite is carefully separated from the rock before being sent to Jersey City. The first step in Jersey City is to get all the grit out of the graphite. It goes through the process of washing and sifting, through many machines, until it is passed upon as absolutely perfect. The clay, which is the binding material, is treated in the same way. The clay is mined in Germany. It is cleaned and made ready for the mixture by an elaborate cleaning and sifting process. By a combination of the two the so-called lead is produced, and by the blending of the two the grades are produced. The more graphite and the less clay, the softer the pencil; the more clay and the less graphite, the harder the pencil. In this way various degrees of hardness are achieved, running all the way from very, very soft to the very, very hard. The soft leads are made larger than the hard ones, to obtain in that way the necessary tensile strength. When the mixture is perfected it is put into a powerful press, the bottom of which is full of holes. Heavy pressure is brought to bear and the mixture is forced through these holes and falls into a tub below. This is repeated time after time, until judgment assures the worker that it is well kneaded. Then it is put through a similar machine, with a single hole in the bottom. As it is passed through this single hole it comes out as strong as a shoestring. The next step is laying these leads out on a board, 21 inches long, and when dry they are cut into lengths 7 inches long, placed in a crucible, sealed up, and baked in the kiln, where the temperature reaches 2200 degrees or 2300 degrees Fahrenheit. After being taken from the kiln they are ready then to be placed in the wood.

"The colored leads go through the same process, with the exception that a China clay is used for the binding material and the pigments are used instead of graphite to give the different colors. It is the same way also with the so-called copying leads, where aniline is substituted for the graphite.

Pencil Woods.

"The wood is cut in Florida, where the logs grow. The consumption of cedar logs suitable for pencils is going on at a greater rate than the growth. One of these days cedar will be a thing of the past. The pencil people have to be forehanded in supplying themselves with a large quantity of cedar to protect themselves against any contingency.

"The product of the saw-mill is what is called a slat, which has the width of six pencils, the thickness of a half pencil, and 7 inches long. In that condition they are sent to us in Jersey City by the carload. Where the wood will not produce six pencils it is cut into five, or if necessary four, or three or two. The expense of gathering the cedar and cutting these slats is immense. The next step is removing the pitch from the cedar. This is done by a system of boiling, and after the boiling the slats are thoroughly kiln-dried. Coming from the kiln the slat is sent to what is called the grooving machine, where in one motion it receives the six grooves. From there it goes to the table, where the leads are laid in, after which the glued other half is fitted, and then they are confined in certain clamps, screwed up tight and left over night. In due time the blocks are released and are now ready to go to the shaping machines. These glued blocks, as they are called, are fed in at one end of the shaping machine, and the pencils, perfectly shaped, come out at the other end, and they can be either hexagonal, round or any shape that one pleases. The knives cut them exceedingly smooth.

"From the shaping machines the pencils go to the varnish machines, to which they are fed with a hopper. Each pencil, as it passes through the varnish machine is coated with varnish, picked up and returned, to get a second coat, etc., until it receives as many coats as the system calls for. It will be observed that the varnish in this way covers also the end of the pencil, as well as the sides, so they then go to another machine that trims the ends. A preliminary trimming is done first, and then the partially trimmed ends are submitted to a very sharp knife which finishes them.

"One of the most troublesome rooms in the pencil factory is where the gold leaf is laid on. It has to be a room where moving air is necessarily excluded. Great skill and care are required in getting the gold leaf cut and laid on properly on a round or hexagonal pencil. When the gold leaf is affixed, the pencils are conveyed to stamping machines and the letters of the die are stamped into the gold. After the impression is made on the gold leaf, the surplus gold is rubbed off, and then we have the stamped letters as you see them on the ordinary pencil.

"After this comes the sorting and labeling of the boxes, when the pencils are ready for the market.

"Florida cedar is used because it is straight-grained, and cuts like a piece of cheese. In California there are millions of trees of so-called redwood, which have been tried for the purpose, but have not been found suitable, and as long as the supply of the Florida, Georgia and Alabama cedar lasts, the California redwood will not be used for this purpose.

"The pencil makers are sometimes accused of using short pieces of lead and working up odds and ends. It can be seen from the process described above that it would be a more expensive process to use up the odds and ends of pieces of graphite in this way than to employ the full length leads. If one comes across a pencil in which the lead is broken into short pieces, it has been done by some careless handling or accident that the pencil has met with."

You have gathered from Mr. Walker's address that a pencil lead is made from two essential materials, graphite and clay. I do not, however, wish to give you the impression that these are the only materials which are used in the manufacture of pencil leads, nor do I wish to convey the thought that pencil leads can be successfully made from any kind of graphite, or any kind of clay, nor by every kind of manufacturing methods. And this leads me to the question of technic or skill in the lead pencil industry. The successful manufacture of a pencil lead depends upon, first, securing the right kinds of raw materials, subjected to careful laboratory tests, and, second, the proper blending and general manipulation of these raw materials. This, of course, is the pencil manufacturer's art. And to produce leads which combine the essential qualities properly balanced of smoothness in writing, blackness of marks, wearing quality or durability, and toughness or tensile strength is the work of a master.

The rubber in a pencil is derived from the milky sap of various tropical plants. It is obtained in India, Africa, Central America, Corea and Mexico.

The nickel tip is made from sheet brass, and is drawn through dies of different diameter, until the desired size is obtained. Then it is finally nickeled or gold plated and the ferruling or ornamentation completed.

DEMONSTRATION AND SALE

Some Suggestions on Presenting Items of Office Furniture.—By J. A. Wheeler, Sales Manager Mead & Wheeler Co., Chicago.

BEING well posted is the first essential in selling office furniture; one must know what is what in furniture and know the advantages of his own lines. No matter how expert one may be in the technique of salesmanship, in approach, appearance, address, if he lacks knowledge he will fail. A salesman should know the purposes of each item of his furniture stock. Next he should go into the construction of his furniture; should understand how every sectional filing cabinet goes together; how the drawers are built; what constitutes a built-up top. He should understand whether the drawers are dovetailed, glued or mortised; whether they will always run smoothly and why; the construction and the use of the follower block.

The salesman may obtain much information from the catalogues and circulars sent out by the manufacturer of the line his house handles, but one cannot get all the information about a line from reading the catalogue, for while the points may be in the catalogue, one's mind will seldom grasp them with sufficient clearness to enable one to go ahead with a demonstration, unless one takes the catalogue and the different items of stock and compares them item by item and hunts out from the actual desk and filing cabinet, or combination filing desk, sectional book case, card cabinet, or what not, the different points covered by the catalogues.

Traveling Men and Store Meetings.

Some say there is only one way to become an expert in the sale of office furniture—by training and experience. A trip to the factory is of great advantage to the salesman. Where this is not possible, it is desirable to get the traveling representative of the house whose lines one handles to give a demonstration to the sales force. These men, being experts in their line, will bring out fine points which would hardly occur to the store salesman.

One important thing which the traveling representative may emphasize is the kinds of business which demand special equipment. One may learn the line by study, but it is not so easy to learn the uses of the line and its application to various businesses. The representatives of furniture manufacturing houses are selected because of their knowledge of office furniture from every angle. An occasional talk from one of these men will do wonders in putting ginger into the sales force and suggesting ways and means of bringing the goods before the right people in the right way.

We hold a sales meeting once every month, giving each salesman a subject and assigning him ten minutes in which to present it. We meet in the evening at some appropriate place and have dinner first, then spend about two and a half hours in these discussions. Usually there are about eight men present. The Macey Company has an Inter-service Department, which it conducts with the co-operation of its dealers, with the company as a clearing house. A bulletin is issued to all Macey dealers, and in this way an interchange of views is had at short periods. We have found this Inter-service Department of great value to us in our work. Our monthly sales meetings have been fruitful of much valuable material and we recommend this or some similar system for other dealers.

Customers' Needs are Many.

The filing needs of customers are as various and cover as wide a range as their accounting needs. Some men require comparatively simple apparatus; an alphabetical system may answer all their filing requirements. The next man may have fifty traveling men and thousands of customers. Such simple methods of filing for him would be inadequate. He must have an alphabetical, a geographical, a perpetual system, perhaps a numerical system; perhaps he requires files for keeping his routing maps.

The use of the system sold is what interests the customer. He must understand what it will do for him; he must be sure that it will do more for him than some other system, hence the service of the goods is the point to emphasize. The customer is interested in time saving and increased accuracy; in the constructive quality and appearance of the goods, and allowance for indefinite expansion by addition of similar units as business grows.

The question of price should not be brought up until the last thing unless the customer himself specifies a certain figure.

The dealer should follow up customers after sales have been made. He who takes care of his customers after the sale and shows an interest in how the goods are working, impresses himself on the mind of his customer as a square man. We will all return to the man who we know is honest and conscientious, and we will put up with rather more than the normal number of mistakes; but if we believe that his interest ceases as soon as he secures a check for the goods, we feel quite at liberty, perhaps even anxious, to go elsewhere for our next purchase.

PLAYING CARD HISTORY

Article XI. Continuation of Some Interesting Facts Regarding Playing Cards at the Beginning of the Last Century.

IN A recent number of Scribner's Magazine is an interesting account of life in the Colonies during Revolutionary days, written from a French point of view. These accounts were taken from reports of letters and other data in the National Library in Paris and from certain official sources. It is evident that French officers who aided the Continental troops in the Revolutionary War did not lack for a good time in Philadelphia and Boston. They were much sought after socially and frequent mention is made of games of cards which were played to while away the hours during rainy weather. Mention is made of the fact that the young men of Boston before the war had been accustomed to playing for rather high stakes, and a French officer intimates that the war, turning their energies to other channels, would be of advantage. Mention is made of the game of "Whisk," but we are not informed whether this game corresponded with the modern game of whist or not.

Unfortunately the French writers have not left us any record of the appearance of the cards used by the Revolutionary card players in America.

Passing again to Europe we find that early in the last century, packs in imitation of Cotta's picture cards made their appearance in England and France. Two of these, apparently by the same artist, were published in 1811, but neither of them was intended for play.

We reproduce on this page a specimen of pictorial cards designed by a Viennese artist, and published, four at a time, in the Repository of Arts for 1818-19, and afterwards as a pack, two editions of which are in the Paris Library. These cards were of great variety and of original and fantastic design. There were knights in armor, eastern warriors, figures of the classic mythology, scenes from modern tales and dramas, costumes of every age and clime, all well drawn and displaying great versatility of talent, but with no apparent order or object, and crowded with accessories of every conceivable kind, in which the marks of suits are introduced in the most ingenious manner possible. The descriptions in the original work by J. B. Papworth, Esq., an architect, contained one explanatory note about the card which is here reproduced. "The six of diamonds represents the characters of a pantomime, and several personages of the scene will be easily recognized. The emaciated and decrepit debauchee is still assuming the gallant, and mixing the habiliments of the soldier with the airs and manners of a youthful petit maitre; he is gazing on a distant lady while she, whom he vainly fancies he possesses in perfect security, is bestowing her favors on the first idiot that solicits them." The woman holds in her right hand a mask, the emblem of her duplicity. The diamond forms an ornament to a fan, reticule, and the furniture of the apartment.

Another set of cards, very facetious, and characteristic of the time, was published by Fores, of Piccadilly. The year of the publication was toward the end of the reign of George IV. The king of hearts is represented by a caricature of that monarch, with a cupid offering him a basket of hearts.

Near the same date appeared a cleverly drawn satirical pack at Paris, with the marks of suits introduced in a manner somewhat similar to the card here reproduced. These were called cartes a rire, and were excessively severe on the party then in control of the government.

Many attempts were made in the early part of the last century to substitute other designs and figures for those customarily used on playing cards, but all of these attempts were doomed to failure sooner or later. Chatto relates that about 1813 a set of Eclectic cards were published by Baker & Co., who declared their intention of relieving the monotony of the ancient figures by substituting for the honors a selection from those eminent characters who have rendered themselves conspicuous in the history of the United Kingdom, and making the other forty cards descriptive of

SIX OF DIAMONDS.
(Vienna Pictorial Pack, 1818-19.)

the local and national emblems of the four nations. Clubs, or rather acorns which were substituted for them, were assigned to England, hearts to Ireland, diamonds to Scotland and spades to Wales. Knaves, as unsuitable to their plan, they replaced by knights; and the latter suit bore what they pretended was a real spata, or two-edged falchion of the ancient Britons, and not a coal-heaver's spade.

WHY OLIVER TYPEWRITERS "WEAR THE GREEN"

Some Interesting Things About Color, Illustrating the Thoroughness with which the Oliver Typewriter Company does its Work.

USERS of Oliver typewriters have never failed to observe the uniform and pleasing green with which these machines are enameled. Not only are they pleasing in line and contour, but they are pleasing in color. Like the young woman in George Ade's fable, they are "easy to look at." Few people, however, who have observed the color of Oliver machines have realized that behind this color there are months of study and considerations of psychological and physiological importance.

Green is the predominating color of nature at her best. When nature smiles and is most pleasing, she turns to us a wealth of brilliant hues, but always the soft greens predominate in the background. A rich and pleasing shade of green is restful. One may look upon it indefinitely without excitement or fatigue. It is never depressing, nor is it over-stimulating to the optic nerve. In our homes and in our offices how often do we find this color the predominant shade in walls and floor coverings! The soft, dark mahoganies and weathered oaks and even the lighter oaks harmonize with this hue.

Opticians and light engineers are agreed upon the proposition that green is the best color to employ as the basic hue for lamp shades.

It being well established that green is the most restful color with which one can constantly associate, it is but a step to the principal reason why Oliver typewriters wear this color. They are painted green because operators must look at the machine all day, day after day. Other colors were considered, but it was learned that while color effects are seldom noticed by most people so far as evident effects are concerned, yet there is an effect which expert examination can often trace to constant association with exciting or depressing hues. People — women especially — of nervous temperament have been made ill or had neurotic conditions or tendencies emphasized by living in rooms in which red predominates.

The green of the Oliver machine is a little thing, perhaps, but it illustrates the painstaking care with which the officials of that company have studied matters of efficiency, overlooking no detail to promote the best work from operators and to relieve them from any and all the handicaps which human foresight can perceive.

A secondary reason for the green of the Oliver typewriter is the capacity of the color to harmonize with any and all surroundings. The company experimented long and patiently to secure just the right shade, and having found it, discovered that the combination or hue selected is both practical and economical from the manufacturing viewpoint, for it is durable, enamels beautifully in the baking ovens and supplies an ideal background for the lettering placed upon it.

Physicists have discovered that, while under normal conditions of light, yellow is the brightest color sensation given by any color stimulus, when the eye is adapted to twilight the point of maximal brightness changes from yellow to green. While yellow is the brightest color, red is the most stimulative—the surest to draw the eye and attract the attention. Munsterberg relates that he can secure the same effects upon his subjects, in kind if not in degree, by a few brightly colored discs upon his table as he would note by a gaudily appareled parade in the street.

In the advertising employed by the Oliver Typewriter Company the effects of color have been studied with the thoroughness and care which distinguish other details of the work. Who has not had his eye arrested by the red circle and drawn irresistibly to the words and figures within that circle? And who has not noted the red belt and the red-topped boots which contrast so strikingly with the rest of the uniform of Officer Printype?

The reds and the blues are not used for their pleasing effect, but the red is a signal—a demand upon the eyes for attention. Blues are used by way of contrast and other colors, notably green, for harmonious and pleasing effects.

The study of colors and their influence is an interesting and engrossing pursuit. The influence of colors upon emotion and their consequent effect upon conduct is a field which will reward the time of any investigator who deals with humanity in the mass. All advertisers should know how to handle their colors and what colors to employ to enhance certain effects they desire to produce.

Even the skeptical can hardly deny the exciting quality of red. Proof may be immediately forthcoming by waving a red shirt at a bull. If the experimenter lives he will be convinced. The brain power of the bull is certainly of a primitive order. Moving up the scale some millions of degrees to the human species we find that savage people are attracted by the reds, the yellows and in less degree by bright blues. They are indifferent to the softer shades, of many of which they apparently have no appreciation. As we proceed upward in mental development and in complexity of nervous organization or nerve sensitiveness we usually find increased sensitiveness to shades of color with more marked color influence upon individuals.

C. R. Fargo.

Introducing Mr. Charles R. Fargo, sales manager of Wilson-Jones Loose Leaf Company, Chicago.

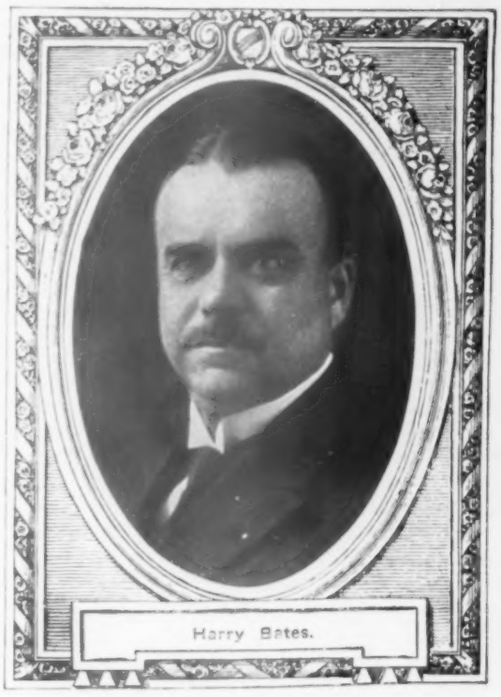
Charles Fargo is a "reformed" newspaper man. He once spent a year in a newspaper office. Fargo is a man who makes good by getting knowledge of all the factors of every situation. He is a careful, close and accurate thinker—a well co-ordinated unit. He runs his mental and physical machinery without noise or lost motion, and accomplishes quietly a remarkable amount of effective work.

Fargo evoluted into the loose leaf business. Arriving, he determined to know it in all of its ramifications. He tapped, and continues to tap, every source of information to increase his own store, with the result that he is one of the most efficient men in the industry. Fargo thinks of loose leaf in the terms of system—not merchandise; a means of establishing an economy in business. Fargo is the right-hand man of President Ralph B. Wilson of the Wilson-Jones Loose Leaf Company.

Here is a biographical sketch of Fargo in tabloid.

Born in Kansas in 1880. Educated in Kansas City and St. Paul, Minn., public schools and the University of Minnesota. Spent two years in office of St. Paul Fire & Marine Insurance Company at bookkeeping and miscellaneous office work. Was one year in a newspaper office writing local items and learning the printers' trade. Spent three years in St. Paul as assistant printer in a railway mail service printing office attached to the division superintendent's office. Spent two years as head government printer in the same office. Left the government service to take charge of the manufacturing department of the Kilham Printing and Stationery Company, Portland, Ore., remaining three years. Here he invented a public record loose leaf index, and organized a company to promote its sale. Moved to Chicago in 1909 and index company was amalgamated with the C. S. & R. B. Company in 1911. Went with C. S. & R. B. Company at that time as traveling salesman; made sales manager in 1912.

Mr. Fargo continues in the position of sales manager, and his duties have become more and more important with the advance of the company's business and the expansion of their trade. The change of the company's name in no wise changed Mr. Fargo's duties, but the successive increases in the business have added to the work. Fargo, however, remains undisturbed and unhurried—and does his work!



Harry Bates.

Gentlemen—Mr. Harry Bates, Advertising Manager of the Underwood Typewriter Company—to get whose photograph called for the ingenuity required by a mother to get her sixteen-year-old to the dentist. Underwood advertising is different. The argument is presented in the fewest possible words and with forceful illustration. This characteristic advertising is known throughout the world. Harry Bates' longest essay on advertising is, "*Have a point to drive home—put the punch in a few words—and, for the love of Mike, leave something to the intelligence of friend reader.*"

From the brevity of the Bates' Essay on Advertising one might suspect that Harry Bates is an old newspaper man. He is, and his work in that field bore the same stamp as his publicity work.

Here is a thumb-nail sketch of "Bates up-to-date": Born near Albany, N. Y., nearly forty years ago. Finished high school, took shorthand course and jumped into the state assembly as assistant to William Loeb, Jr., afterward famous as secretary to President Roosevelt and as Collector of the Port of New York. Spent two years in this position, then became cub reporter on Albany paper, afterward going with the old United Press and later New York Herald legislative staff under Harry Brown. Knows newspaper business from every angle and is a close friend of many leading newspaper men and persons prominent in other walks of life. Resigning, became successively secretary State Forest Preserve Board and State Water Storage Commission, and was afterward for four years private secretary to Lieutenant Governor Timothy L. Woodruff, who later became president of Smith Premier Typewriter Company and appointed Bates Eastern New York State Manager, where he remained until seven years ago, when he joined the Underwood headquarters staff.

Although Bates' publicity work requires neither title nor tinsel to give him recognition, Mr. Bates denies that he conducts an independent department. He facetiously styles himself the "shock absorber" of the Underwood sales organization, of which General Sales Manager Neahr, "the big chief," is the "shocker who galvanizes the force." Independent or not, it is well known that Mr. Bates is frequently consulted by firms who want to get a certain forceful "gist" to their advertising copy. There is nothing haphazard about Harry Bates. By eliminating superfluity of words and systems he gets more activity in sixty minutes of the hour than the average man. Few men have made better records in two big fields than Harry Bates.

NEW MACHINES AND DEVICES

Descriptive Notes of Some New Inventions and Improvements in the Field, with Illustrations.

New Filing Device for Architects, Engineers, Etc.

The Fire-Proof Furniture & Construction Company of Miamisburg, Ohio, manufacturers of the "Security" line of steel filing devices and office safes, have just closed an agreement with the Vertical Plan-Safe Company of New York City, by which they have the right to manufacture and sell, in connection with their line, the Wagner Vertical Plan-Safe, designed to file tracings, maps, blueprints, drawings and other matter larger than correspondence, *vertically*.

This will interest dealers because its use opens up new fields for them. The advantages of low cost, great capacity, protection against loss by fire and water, and ease of reference will interest every architect, contractor and builder and manufacturer.

Isometric View of Plan-Safe.

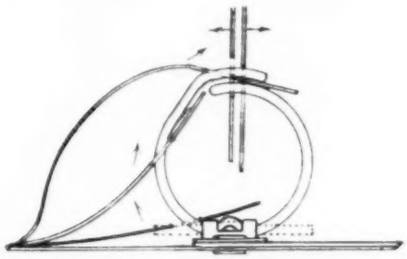
The simplicity of the idea, its efficiency, maximum capacity and moderate cost insure a good demand from architects and engineers. The new line therefore forms a readily-selling and profitable addition to the line the company now furnish their dealers.

Briefly, the Plan-Safe provides for filing plans vertically by a double suspension system. The plans are suspended in a folder of the proper size, on loose-leaf lay-flat rings; the folder, in turn, is suspended from beams extending across the Plan-Safe at the top.

Following are some of the advantages claimed for this idea: Maximum Capacity and Low Cost:—The Wagner Vertical Plan-Safe insures a net filing capacity of 95 per cent, equal to that of thirty or forty flat drawers (as used ordinarily) and two to five times the capacity of any other vertical filing device for plans, etc. This feature, with the simplicity of construction, makes it cost one-half or less that of any other method, it is said.

Efficient Indexing:—The folders are tabbed. The suspension of the plans therein on loose-leaf rings keeps all matter at the top of the folder, whether large or small, permitting any plan to be removed or added without disturbing the sequence of the balance; the beams can be inserted or removed quickly wherever desired, or slid back and forth freely in the Plan-Safe, yet do not pull out with the folder, thus affording all the advantages of vertical correspondence files.

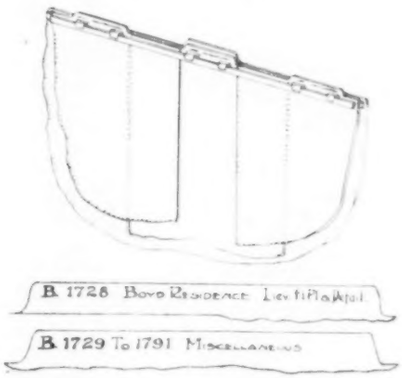
The loose-leaf rings lie flat when the folder is closed, supporting the plans thereon by compression as well as by suspension, preventing the plans from tearing out of the rings. A folder the size of the largest plan in the group can be used and any other smaller-sized plan, even specifications or letterheads, can be filed therein in whatever sequence is desired.



Rings: Raise Rings Upright by Pulling Plans to Right. Insert and Extract Prints from one side to other of Folder by Vertical Position of Paper. Notice Position of Ring Openings in Prints.

To File:—The steel plate mounted on one flap of the folder has hooks sheared and offset which when the folder is closed, pass through the reinforced windows in the other flap of the folder; the folder is then lowered into the Plan-Safe, the hooks engage the beam, thus suspending the folder the beams, plate and rings being above the matter filed, and wasting no space, leaving the capacity of the file net. As many folders can be filed side by side on the same beam as the width of the plans therein permits.

At present the Fire-Proof Furniture & Construction Company will produce the Plan-Safe in several styles, as follows: A double-wall case, lined with their special fireproofing compound, 46⅝" wide, 26¼" deep, 42¼" high, for plans 42" wide by 72" long or smaller. A single-wall case the same size and capacity, and also as a "pull-out



Indexing: Folders are tabbed; names, numbers, or class of prints therein are Written on Tab. When a New Folder is Filed a Beam is Placed in Proper Position to Preserve the Folder Sequence. Removable Guide Tabs can be Used for Each Group of Folders.

like a drawer" device to be placed in the interior of their line of "Security" office safes.

Capacity: Prints may vary from the size of a Letterhead to 42 ins. wide x 72 ins. long, and be filed in one end of the Same Folder in Regular Sequence. A Special Folder of Prints of Greater Length can be Furnished. Number of Folders Placed on Each Beam Depends on Size of Folder Used. Stock Sizes in Folder. Beam Plates, etc., are Above the Matter Filed, those Giving net Capacity Equal to Depth of the Plan-Safe.

They are making preparations for a large demand for this article.

A Steel Cabinet for Cuts.

The Hamilton Manufacturing Company presented in the advertising pages of Office Appliances last month a likeness and description of a steel cabinet for storing cuts. This cabinet is something new and deserves special mention. Its body is of patented construction. The end walls are double and the runs are built into the inner wall of the cabinet in such a manner as to be practically indestructible. The construction of the body is so arranged that sections may be built on as required. No matter how many tiers of drawers may eventually be used they will all be virtually one cabinet.

Drawers for holding the cuts are made extra deep inside so that the top of the electrotype or halftone comes well below the top edge of the drawer. In this way the cuts are protected from damage on account of rubbing on the runs or on the bottom of the drawer above. All drawers are made from a single piece of metal drawn into the required shape. The hardware used is pressed brass.

The projecting sides of the cabinet are said to be a new feature in office furniture. The case may be drawn clear

New Hamilton Cut Cabinet.

of any or all the drawers in the cabinet, thus exposing all the contents and at the same time holding the case securely. Should one of the lower drawers be wanted it can be pulled out and inserted in the runs above, where it is held securely and can be worked from conveniently.

Stock cabinets are finished in olive green enamel, and on special order these cabinets will also be supplied in grained mahogany finish.

A New Touch Typewriting Device.

The Christman Publishing Company, 920 Century building, St. Louis, Mo., has invented what they call the New Century System Patent Touch Typewriting Device, a cut of which is shown in this column. The cut is a likeness of Model No. 2 in actual use, showing the operator's hands correctly poised on each side of the center-guide, with the little fingers resting on the "home" keys, no part of the hand but the tips of the fingers touching the machine. The lesson chart is held in position by means of a spring-clip, and as the chart is directly between the student's eye and the writing point of the typewriter, the writing cannot be seen by him and he must therefore watch the copy. The shift is adjustable vertically and is set as low as possible to compel the writer to keep his hands down, and thus causes him to use the finger movement, which is the

Century System Touch Typewriting Device.

correct movement. The center-guide prevents him from crossing his hands into the wrong field, and as long as he holds his little fingers on the "home" keys his hands cannot be separated too far.

By the use of this device the student is compelled to adopt the correct position and movement. It is claimed that this system helps while it compels, and that it helps more than it compels. The lesson charts are so arranged that the learner begins at the center of the keyboard and gradually works from the center out. The center guide gives him a starting point on each row of keys, on each side, making eight starting points on a single keyboard machine. This makes it simple to locate all the characters by the sense of touch. It has been argued that when the center-guide is removed the student will no longer be able to find the keys, but this is not the case, it is said, since in a few minutes he is writing as readily as if the guide were there. In most cases it is not missed at all. The center guide enables the learner to fix the habit of reaching just so far. If anything is done correctly a given number of times the habit of doing it right is formed and it becomes a second nature.

The New Century device does not absolutely prevent the learner from seeing the keys, but the center guide of the device makes it so easy for the beginner to find the keys that he soon gives up trying to look at them and keeps his eyes on the lesson chart, which is directly in front of him, on which there is a diagram of the keyboard, with the proper fingering of each character indicated by figures. The system is not complicated, but is simple, it is said.

It consists of the device itself, weighing about a pound, and three little charts 6 by 10 inches. For the single keyboard machines the charts contain sixty-five lessons; for the other varieties about seventy-five lessons. Chart No. 1 is printed in three styles to suit the three principal styles of keyboard. Charts 2 and 3 are the same for all keyboards. While the lessons occupy a very small space, they cover the subject of touch typewriting thoroughly, and on finishing them the student has a practical knowledge of the art, it being necessary thereafter only to practice for speed. The device and the charts can be used with any make of typewriter. It is necessary in ordering only to give the make and style of the machine, and the device and chart will be furnished to suit. It is made of strong sheet steel, handsomely finished. It will not deface the machine or scatch the hands of the operator, and with proper care should last indefinitely.

The touch-typewriting device described above is protected by U. S. Patent No. 918,283, granted to Clarence C. Chrisman, April 3, 1909, and the lesson charts are protected by copyright.

A New Note Book Holder.

The American Clip Company of New York City is marketing the Acco Stenographic Note Book Holder, some of whose features will be noted from the illustrations here presented. This note book holder is a convenient device for stenographers, supplying a cover for the protection of the note book at all times, a stand or easel for the rapid and easy reading of notes, a page mark which opens the book where the last notes stopped, and a writing surface firm and flat for writing without a table. It permits

Acco Stenographic Notebook Holder.

the instant reversal of the note book for second page use, and enables the writer to utilize every line of the book, which may be instantly detached for filing away in perfect condition.

This note book holder is not only useful for stenographers, but also for students in taking notes of lectures, etc. The holder folds back completely and offers a solid, smooth writing surface at all times. It holds the leaves down after "leafing over."

One of the ingenious features of the note book holder is the page-opening bar which opens the book at the right page, so that no time is lost in finding the place. The holder may be conveniently carried in the hand, pocket or grip, with no mussing of the pages. It is neatly bound in cloth and is attractive and durable.

The American Clip Company authorizes stationers to refund the original purchase price to any user who after a week's trial feels that it is not the best value for the purpose he ever received.

The advertisement of the Acco Stenographic Note Book

Cut Showing Page Marking Bar.

Holder, explaining the various stock sizes, appears in the advertising pages of this number.

A New Mechanical Accounting Machine.

The Mechanical Accountant Company has recently brought out a number of improvements, one of which is a machine built especially to add department store sales slips. This new machine is duplex in its action, has a touch lighter than a typewriter, will get a total of six figures, and has only twenty-five keys. The weight of the machine is 5½ pounds. It is provided with an instantaneous clearing handle which pulls forward only about one-fourth of an inch. The price of the machine is $85. It was built at the special request of leading department stores, for whom it is especially intended.

The Lineguide.

The Lineguide Manufacturing Company, 160 North Fifth avenue, Chicago, has put upon the market the "Lineguide" copy-holder and line-finder. The line-indicating device is adjustable accurately to all kinds of spacing and the "Lineguide" accommodates all widths of copy from note books to wide report sheets.

There are two models of the "Lineguide." Both of

Lineguide Copy-Holder.

these have the same line-finder and copy-holder mechanism. The difference between the two models is in the manner of supporting the device. Model 1 is placed above the typewriter so that the copy is directly in front of the

operator, and the operating lever is at the side of the keyboard. This style is adapted to all typewriters and to any style of desk. When used with a drop desk model 1 can be quickly removed when the desk is to be closed. The "Lineguide" is not attached to the typewriter so that vibrations cannot be directly communicated.

Model 2 "Lineguide" stands on a base and may be placed at the side of the typewriter or in any other position desired. Both models are attractively finished in black enamel and nickel-plate. The accompanying illustration shows model 2.

Some New Book Holders.

The Lorenze Manufacturing Company, 220-222 West Huron street, Chicago, manufacturers of metallic stands, have perfected two new book holders, No. 28 and No. 30 of the Lorenze line.

No. 28 is a floor stand made in two parts and capable of being assembled in a few seconds. It is designed especially for large, heavy books such as credit reference books, sample books and atlases. It is made of strong material and has the Lorenze folding base. Purchasers may obtain this stand in rubber japan finish, or, at slightly increased cost, in oxidized copper. "Claw and ball" casters may be attached at an extra cost of 25 cents.

A No. 30 Desk or Display Stand for a Dictionary, City Directory or Gazetteer. Preserves Volume and Keeps Book in Place Where Wanted.

Book holder No. 30 is rather unique. It is a desk or table stand for dictionary, city directory or gazetteer. The company claims that this is the only book holder on the market for use upon a table or desk. This is a handsome article, attractively finished in black and nickel.

The Lewis Biller.

One of the devices which was exhibited at the last Chicago business show and now after having been thoroughly tried out under actual working conditions has been placed on the market, is the Lewis Biller, an attachment which may be clamped on any visible typewriter in a few minutes. The function of the Lewis Biller is to make a number of copies of railroad expense bills or other billing forms by means of a ribbon fastened to a winding device instead of by means of carbon sheets. The bills are usually printed four to a sheet. The economy in using the Lewis Biller, it is claimed, lies in the elimination of the time and effort ordinarily expended in placing carbon sheets between forms, folding sheets and collating forms and carbon sheets, and removing the carbon sheets after the bill has been written.

In writing bills the four-page form is slipped across the ribbon, which is in a vertical position, so that two bills are on each side of the ribbon. A twirl of the platen brings the form into position for writing the four bills at one time. When the bill is written a light touch on the platen release throws the form out and the ribbon into position for placing the next bill.

As few as two copies of each bill may be economically written with the Lewis billing attachment and as many as ten forms can be filled in at one writing without folding forms or handling carbons. The Lewis Biller can be used in filling in all billing forms of the standard expense-bill dimensions.

The manufacturers state that the Lewis Biller is used in some of the largest railroad freight offices in the country, and that the average clerk with a Lewis Biller writes in a day 1,000 bills with their duplicates as compared with less than 400 a day by the old method.

Lewis Biller.

The Lewis Biller is the invention of Ed. Z. Lewis and is manufactured by the General Manifold & Printing Company. Inquiries may be directed to 727 South Dearborn street, Chicago.

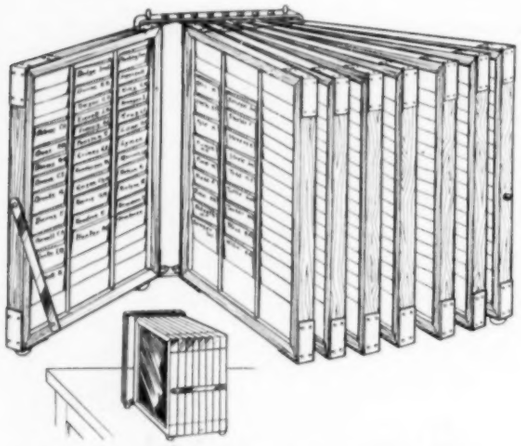
A New Visible Card System.

The Williams Visible Caption Card System, illustrated below, has recently been devised and is now being manufactured for the trade in connection with a system of cards for each particular line of business, having a printed form for record or accounting uses.

Heavy kraft paper is so folded as to make pockets about two inches deep and in rows each about one-half inch above the other. These pockets are then encased in a hardwood frame, moulding being ½x⅞-inch material and the outside measurements of frame being 10½x13 inches

A groove in the center of the frame holds the sides and ends in place and two nickel-plated rods on either side support the center and also serve as dividers between the rows of cards.

The capacity of each frame is about 100 cards. There are six double and two single or outside frames, so that the total capacity is over 600 cards when made in this sized cabinet. The corners have nickel-plated coverings, the ones in front being plain and the other two having an arm extending out 1 inch so as to articulate with a solid one-piece steel frame 9 inches wide by 13 inches high. This can be suspended or hung on the wall or office partition by the aid of a couple of L-shaped screws inserted wherever it is convenient. When used on the desk or table the two outside frames are thrown open, when the others are then free.



Williams Visible Caption Card System Device.

With this system no index is necessary, as the cards are placed in alphabetical order from left to right in allotted spaces. The caption or heading is always visible so that no handling of the cards is necessary when referring to this file for any particular classification.

The system may be adapted to an astonishing number of businesses and professions.

This system, for which a patent has been applied, was designed by and is being manufactured by C. Eugene Williams, a public accountant and systematizer of many years' experience. His office at present is at 334 West Sixty-first street, Chicago, but he expects soon to secure offices at some convenient point downtown within the loop district. He desires to get in touch with some competent person to handle the sale of his device, leaving Mr. Williams free to attend to the other necessary details.

A New Label Affixer.

The Wizard Company, 641-643 Atlantic avenue, Boston, Mass., sole manufacturers of the Wizard stamp affixer, Wizard gummed tape affixer and Wizard label affixer, just put the last-named machine upon the market. This label affixer is something quite new, and is declared to be a great convenience which has cost a lot of money to produce, but which does the work every time. The machine handles poster stamps or labels 1¾ by 1 5/6 inches, put up in rolls of five hundred. The device is portable and feeds, moistens, cuts and affixes on the depression of the plunger at the rate of fifty per minute. The machine is easily operated and is far ahead of the old method of putting on labels and poster stamps.

The Wizard Manufacturing Company is strongly financed and is officered by men who have had most valuable business and technical experience. The general manager of the Gillette Safety Razor Company is chairman of the board of directors of the Wizard Manufacturing Company, whose president is C. F. Crowell. Associated with him in the active management of the business is Alfred Hall, who is well remembered by reason of his connection with several sealing and stamp affixing devices. Alfred Hall came from England to the United States when he was sixteen years of age, and ever since he entered the stamping and sealing machine industry has been one of the most active and aggressive factors in it.

Reproduction of Poster Stamps.

The Wizard Manufacturing Company is going after business by much the same effective methods as those followed by the manufacturers of the Gillette Safety Razor, giving ample publicity and the best service possible. The company is prepared to furnish poster stamps and labels in a number of designs suitable to any line of business and at low cost.

New Moore Push-Less Hanger.

The Moore Push-Pin Company of Philadelphia has just introduced to the trade a new Moore Push-less Hanger in a different size, which retails at the rate of ten for ten cents. It is called the No. 24, is smaller than the other three sizes, and is guaranteed to hold ten pounds' weight, although the company claims that it will actually hold more than twenty-five pounds in ordinary plaster walls.

A New Push-less Hanger.

The price of this new No. 24 hanger brings it within the reach of everybody and it is likely to prove a popular seller. Samples will be mailed free upon application to the Moore Push-Pin Company, 113 Berkeley street, Philadelphia, Pa.

Instantaneous Finding of Letters.

"Speed Tab Folders" is the designation the Shaw-Walker Company of Muskegon, Mich., applies to its line of printed and plain folders in tab style. They say that it is not sufficient for a file to be merely indexed so that any given paper may be found with certainty. Finding must be instantaneous. The time lost through insufficient indexing in finding one letter, when multiplied by the number of times a day reference is made to the file, soon amounts to much more than the cost of "intensified indexing" by tab folders. The tab is a sign-post which places the name of the correspondent in full view, giving a new speed and accuracy which costs but a few cents per hundred folders over the square cut style.

"Speed Tab Folders" are made in six grades and in distinguishing colors, and include both printed and plain styles.

POOR EQUIPMENT HANDICAPS U. S. CONSULS

Strong Plea for Modern Office Devices and Equipment for America's Representatives Abroad—By a Special Correspondent.

THAT handicap of the consular service in which you are certain to be interested is, to my mind, the most deplorable. It is the one which you can do the most to remove. In its removal you are certain to strike at the seat of some of its other troubles.

You will agree that no consulate can be properly reformed without the provision of adequate equipment; and, further, that the provision of such equipment is the logical alpha of reformation.

Running a consulate is, first of all, an office man's job. Local conditions with which the consular officers must reckon, such as lack of trained help, language difficulties, exacting climates, dissimilarities in customs and in thought, make it more imperative that they should have all, and even more, equipment than the office man in the States needs to make good with.

There is only one piece of apparatus which you can now count on seeing in most consular offices—and that is the typewriter. Undoubtedly it is the most necessary of all. But even though given this bit of equipment the consular officer is prevented from using it to lift the burden of much of his routine work.

It is apparent to any business man that the limitation of the typewriter's usefulness to correspondence is foolish and that there is every reason why all blank forms should be so altered and arranged that they may be expeditiously filled in by typewriting. Moreover, there is every reason why the present system of bound records of the consular service should be immediately abandoned or every office equipped with an Elliott-Fisher.

Take the matter of registering citizens. There are, for instance, in Paris alone, tens of thousands of Americans whom the law expects to register at that Consulate-General at least once a year—oftener, if there are any changes in the record to be made. Each registration gives particulars of the applicant's birth, residence, business, relatives to be notified in case of death, wife and family, naturalization (if not native-born), and so on, to the extent of a cap page. There are three identical certificates made out for each registration—one for the Department at Washington, one for the applicant, and one in the bound record. The first two may, indeed, be written at once on a typewriter. The last must be copied into the book with pen and ink. Now, there are six officers at Paris. A very simple mathematical calculation will prove to you that there are not days enough in the year or officers enough at Paris to do even a fair portion of what the law expects to be done, and that doing it would leave no time for other duties.

Besides, the bound record of American citizens registered indiscriminately mixes dead with live registrations and makes laborious indexing necessary—another tedious job for officers who have too much routine. I said "the record"; the plural must be used, for there are separate records for widows or divorcees who were American before marriage, widows, etc., who acquired American citizenship by marriage, children of Americans born abroad and collateral documents to support registration, such as affidavits to overcome the presumption of naturalization.

Surely here is an excellent opportunity for the employment of the Kalamazoo or Proudfit, or some other flexible binder, permitting the easy removal and insertion of leaves, adapting itself from one sheet to a thousand, and making the entries self-indexing. The dead registrations would be bound separately, self-indexed, or possibly simply removed from the binders and stored in vertical files. The registration form would be a tripartite folded blank, so that all three copies would be readily typewritten at once. A little ingenuity would devise one form sufficient for all classes, perhaps, but at all events it would make the blanks sufficiently different or alike to permit easy re-registration as well as the notation of changed conditions on office copies.

It needs no argument to demonstrate that what equipment is furnished should be made the most use of. It is also self-evident that the simplification and expedition of routine matters will leave to the consul added time for more important work. The illustration used concerns only one of twenty different bound records which consular officers must keep. The others offer fully as good opportunities for simplification by means of the loose-leaf record.

The same sort of a binder would enable the Department to furnish proper Consular Regulations. The Navy Regulations are so supplied and kept to date. But the latest Consular Regulations are contained in a bound volume issued in 1896, revision of which has been pending these many years. The 1896 regulations continue in force, modified by upwards of a thousand explanatory instructions, which are the despair of the consular officer wishing to keep his regulations up to date.

In the cases of records of which full duplicates are sent to Washington there can be no valid argument for the bound record. Tampering with records is bound to be ineffective. The one argument which keeps the bound record in use is the difficulty of "cooking" such books. No reasonable man can deny the value of the loose leaf binder or the wastefulness of the bound record. Then why continue the latter's use in consulates?

There is any quantity of old "junk" encumbering consular offices, all on the heaviest paper and on forms made to be as large as possible (to be "dignified," you know). Only one set of records may a consular officer destroy—i. e., consular invoices of over five years' age. It is undoubtedly right that consular offices should retain inviolate such records as can be found only at that office. But why, please tell me, should there be a morgue for the sacred preservation of dead matter on file at Washington at each of these three hundred scattered points of the globe? In most cases it would not matter whether duplicates existed after a short time, for the incidents are over and the accounts closed.

However, is it unreasonable or undignified to plan so that the "junk" may be as little as possible? Why should blanks not be compact and printed on thin stock? The expense of shipping paper stock abroad, the cost of foreign postage and the expense of rented storage room are reasons which should be sufficient, even to the government, for simplifying forms, reducing their size and weight, eliminating useless ones and abandoning forever the belief that the government's dignity demands the unnecessary.

The reflection brings to mind an incident bearing on the January number of Office Appliances. On page 71 it advocated the use of the reverse side of letters for the

carbon copy of the reply. There is one consular officer with whom I am acquainted who has endeavored for years to do this. At first he had to give it up because the government required chronological filing (an invention of the devil!), with letter and reply in different places. Recently subjective filing was substituted and this consular officer tried his scheme again. He reasoned—it seems to me, rightly—that it was his duty to keep down the bulk of his files. He knew that most of the miscellaneous correspondence at those offices consists of only the inquiry and answer. His inspecting officer came along. Inspection of the correspondence files revealed the practice and the consular officer was reprimanded for mutilating received correspondence, failing to keep proper carbons of outgoing mail and handling the correspondence in an unbusinesslike way. Yes, you may ask the editor if the inspector is a subscriber.

Majority of Consuls Must Do Their Own Typewriting

At probably two-thirds of the consular offices the typewriting of the correspondence is handled lovingly by the consul himself, who with two fingers pegs out the letters on his typewriter rather than prepare a draft in longhand for the clerk to transcribe.

There is one consul serving in the Far East whom I knew. He once worked in a newspaper office, but he escaped without any aversion to redundancy or garrulity. It would not surprise me to learn that he is the most prolific writer of his service. When I knew him well he was forever writng out in longhand these interminable letters and reports for which he is famous. He standardized all sorts of paragraphs for trade letters and other correspondence to save himself duplication of effort—a sort of automatic letter writer system—and then used his added time in further attempts to swamp the Department's files. All day long, day in and day out, two native clerks hammered away (with two fingers each) on the No. 6 Remingtons (which take any amount of "punishment"), transcribing his manuscripts with that hopeless sort of faithfulness which only the fatalistic Orient knows.

In the consular offices there is, therefore, the very best field for the dictating machine. It would not only serve for correspondence but it would be almost invaluable in translation work because it knows all languages. Shorthand does not. Yet, despite the universality of the difficulty, I have not heard of a consular office so equipped.

There are many of the offices where duplicating machines of some sort should be available. Even a Hektograph would be welcomed at many of them. The most careful officer sometimes runs out of blanks. Emergencies bring many stereotyped letters to send to Americans in affected districts. There are circulars on trade conditions which could be duplicated in considerable numbers and used as enclosures to trade enquiries. By such a system general information could be eliminated from the replies, to be furnished at a considerable saving of time and labor by the enclosures. In connection with the routine of invoices, envelopes must be addressed almost daily to the same offices in the United States. These could, at each office, be addressed from time to time in large batches. Of this much one may be sure: There is work enough to keep the duplicating machines fairly busy at a good many offices; at none are you likely to find one employed.

Incidentally it may be remarked that even the mailing clerk at the Department of State uses neither Feedograph and Typewriter, nor Addressograph or Montague. Some envelopes with printed addresses are used, but much of the addressing is ground out with pen and ink.

Speaking of pen and ink, it may be remarked that the British Stephens sells more ink to American consular officers than the American Carter. Ink is purchased locally by each officer at retail prices. None is furnished with the supplies from Washington. The reason for this wasteful system is the breakage that might occur in shipping bottles of the tinted fluid. Could not a saving be effected, and Americans patronized, by supplying ink in crystals or tablets, which are to be had in several forms?

As there is a shortage of clerical labor in most consular offices, they should be supplied with the ordinary devices for opening, handling and dispatching mail. Envelope sealers are as essential, economical and serviceable for consular as for any other offices. Copy holders are needed beside consular typewriters. Stamps in rolls cannot everywhere be obtained, but where they can consuls should have stamp-affixing machines.

The various desk utilities should not be missing. Sengbusch or Eclipse inkwells would save government as well as private inks, particularly in the dry regions of earth. The waste of pencils would be reduced by the employment of paper pencils or **efficient** pencil sharpeners. It would be hard to estimate how large a waste of rubber erasers, through deterioration and carelessness, would be obviated by a careful distribution of our friends, Beegee, Jr., and Rush-Eraser.

For men who have much tabulation to do (and consuls have) and accounts to handle (those devised for consuls are monumental), adding machines are certainly desirable. The non-listing machines are obtainable in such a variety, from $10 to $150, that it is almost ridiculous that consular officers cannot obtain them on requisition.

A start has been made, in a haphazard way, toward supplying American consulates with suitable furniture.

There is much material sent to consuls to be displayed, at least for a time—small samples of American products, pilot charts, proclamations and regulations. To facilitate such display no means have been given. Every consul would, I believe, bear witness to the usefulness with which a multiplex or similar display rack could be employed in his public office.

There is to my mind no reason why the traditional "counter" with which every consular office is supposed to be supplied should not serve the same purpose. Why it should be a practically useless box of oak I have never been able to discover. I have suggested to several officers that they apply for regular all-glass showcases to serve for counters. These, it is needless to add, furnish a most effective way of displaying small samples and of calling attention to advertising booklets or pamphlets which American manufacturers send to consuls for distribution. But such a suggestion is, it seems, too radical at present. Apparently it is another case where the dignity of the United States might be compromised.

Here and there, on the advertising pages of Office Applances and other magazines, one sees in advertisements of office devices the awe-inspiring statement, "Used by the United States Government." This may mean that by the time Uncle Sam gets around to employing the devices it is high time that everyone in the United States should use them. But to the government officer such statements are jokes. At least in connection with the consular service our Uncle Samuel does not believe in conserving brains, reducing steps and getting results.

Moreover, the foreign business man runs little chance of seeing American office appliances in use by the American consul. The consul will likely be wearing American shoes, smoking an American cigar, wearing American eyeglasses and be a walking advertisement of many other lines, but his office is only an advertisement of days gone by, of methods in disuse. The best way the Government can advertise American goods abroad is to use them itself. It is your business to see that it does.

SWITZERLAND IS AN INVITING MARKET

Henry Welti of Basel, Switzerland, Tells American Manufacturers of Opportunities in Switzerland, and Suggests Plan for Getting Business.

SWITZERLAND is a progressive country most receptive to new labor-saving ideas. The advancement of the country is due largely to the training of the individual. The Swiss receives an excellent elementary training which stands him in good stead in later life. He is an industrious worker, willing to take advantage of all that science and industry offer him in his own and other lands. It is deemed almost a necessity for Swiss youths to gain a first-hand acquaintanceship with foreign lands both as to their language and commercial customs. Although many who go abroad to study conditions enter into the commercial life of the country to which they go and achieve prominent places, others return to their native land to enrich the home industries with trained workers. These facts explain to a large extent the spirit of progress and development which is so prominent in Switzerland.

The financial condition of Switzerland is extraordinarily good. Every year a large amount of money comes into Switzerland through its foreign trade. In normal times there come to the city of Basel (called the golden door to Switzerland) each year some eight millions of people from all parts of the world.

The home industries of Switzerland are the springs which feed the rivers of prosperity. Some of these industries are: Manufacturing machinery, textiles, silk ribbons and silk cloth, clocks, embroideries; the well-developed industries allied with agriculture, such as the world-famed cheese-making industry; and last but not least, the management and conduct of hotels which has in this country also reached the proportions of an industry by itself.

Many financial operations have been centered in Switzerland and the scope and importance of Switzerland's development along this line bids fair to place it in the first rank of the world's money markets.

Taking all these facts into consideration, it can readily be understood that Switzerland is given careful attention by exporting nations. Among the countries which have for a long time exported to Switzerland America ranks with the first. It must be remembered, however, that although the Swiss express a decided preference for certain lines provided by America, other nations spare no efforts to establish the best possible relationships with Switzerland. There are France and Austria, to a special degree England, and to still greater extent Germany. Germany industry, always on the lookout for new markets, expresses its indomitable tendency toward expansion in Switzerland by making full use of such advantages as geographical location and relationship of language.

Henry Welti, Head of the House Which Bears the Name at Basel, Switzerland.

In spite of the high estimate which the world places on American productive power and the many trade maxims which originate in America, one questions why it is that American exports to Switzerland are limited to a certain number of American lines while there are so many other American products which ought to meet with a good market in this country yet never find their way here at all.

It may be stated, not altogether without foundation, that Americans do not approach the Swiss market in altogether the proper manner. Contrary to the practice of manufacturers in other countries, American concerns send only a comparatively few representatives to Switzerland to study at close range the conditions on which the establishment of a point of contact depends. The impression which one gets from this is that the American waits to be requested to offer his products. This statement is supported by the feeling which prevails not only in Switzerland, but all over the continent that in order to secure new and practical lines one must go personally to America, search out what one wants, and bring it back. It almost seems as though American industry concerns itself with foreign outlets only when the home market begins to suffer from over-production or keen competition. If an American product is offered only after a competing line has been established on the market it is often too late to do anything. The proper time to introduce American lines in this country is as soon as they have been proved worthy in America.

As to the methods of gaining an entrance to the Swiss market there seems to be no little question in the minds of American manufacturers. The first point, it seems, which needs to be made clear is that the conduct of business on the continent, Switzerland, for instance, differs materially from the methods used in America. It is not sufficient to simply send to Switzerland a catalogue in English, to quote by mail terms f. o. b. or f. o. c., where the line you are trying to sell is a new one which has not yet been tried out in Switzerland and concerning which agents themselves are not closely acquainted. The first condition of foreign trade is that the article to be sold be of established value so that the distributor knows where he stands.

The best way to approach a prospective customer is to show him an actual sample of the article you are selling. Naturally a better impression is made by the demonstration of a line under actual working conditions than by a mere printed eulogy of the merits of the product. Catalogues and literature, however, are by no means to be dispensed with, for they serve to strengthen the impressions made by demonstrations and sales talk. But printed matter of this sort must be in

the language of the country whose market is being sought. In Switzerland, German and French are the national languages.

Another important question is the terms of payment. The Swiss merchant regulates his accounts practically without exception on a basis of 2 per cent to 3 per cent discount for cash within thirty days after the receipt of the goods, or ninety days net.

It is not the nature of the Swiss to quibble, but there is one thing which he does demand, and that is that the goods he has bought arrive in good condition; that is, in saleable condition.

A Suggestion.

It would not be possible to provide every prospective buyer with a sample. Hence, it seems advisable that American manufacturers jointly establish in Switzerland a central information bureau which would be supported by those who receive benefit from it. The functions of such a central bureau would be: To gather and compile information concerning the market for American products in Switzerland; to furnish manufacturers with information concerning the market for their particular lines; to answer inquiries from consumers, dealers, and agents; to look into the financial standing of prospective buyers; to maintain a sample and display room where demonstrations could be conducted and sales made. Those manufacturers who developed a business in Switzerland would find it well to open an account with a local bank through which financial transactions could be handled.

Such a bureau as I have mentioned would be a direct medium of communication and might be operated under the name "Official Office of American Manufacturers." It goes almost without saying that such an office would not bear much fruit unless it were conducted by a person of wide vision and experience, of inexhaustible energy, well acquainted with Swiss conditions and one in whom boundless confidence could be imposed. Incidentally, the same bureau might be used to promote the importation of Swiss goods to America, for it seems that there ought to be a number of American firms who could build up a good business along this line. The prime object of the bureau, however, would be to promote the interests of American manufacturers. By means of such a bureau there might be created a market for many American lines which could not possibly be introduced without the display of samples. Manufacturers who intrusted samples to the bureau would know that their samples would be in good hands and that their interests would be fully and energetically protected.

Some such institution as I have suggested seems not only advisable, but absolutely necessary if certain lines are to be introduced into Switzerland. American consular officers pressed by duties as they are, plainly have not the time to specialize on a plan of this kind. In closing I might add that the foregoing is only an idea which leads into broad fields and which could be put into definite form and worked out in detail by interested American manufacturers.

South American Dealer Here.

W. Percy Bulmer, of the firm of Compania La Camona of Buenos Aires, South America, who was in the United States for some weeks recently, called on Office Appliances last month. Mr. Bulmer is associated with Frank Hesse in the Compania La Camona. Both gentlemen are Englishmen and have been in Argentina ten years. They started in the stenographic business and have worked up into a profitable and extensive office appliances establishment. They are conversant with all modern office devices and machinery and have built their success as a result of intimate knowledge of office requirements. Compania La Camona represents some of the best American lines, including the Multigraph, Addressograph, Royal typewriter, etc.

While here Mr. Bulmer spoke of the financial difficulties of the Argentine, of the practice of selling goods on credit and the necessity for American manufacturers to grant reasonable credits to South American firms. Much of the business there is built up by this system, and this accounts for the growth of the English and German trade. If American manufacturers would make a more careful study of the situation and meet the conditions imposed by competitors they would find a great increase in their business. South American firms are receptive to American goods and will purchase them out of preference unless American manufacturers handicap their own activities.

Royal Typewriter Display at an Exhibition in Samarange, Java. (See page 74 for description.)

IN OTHER LANDS

News and Notes of the Activities in Office Appliances Field Abroad.

OFFICE APPLIANCES IN GREAT BRITAIN.

Exclusive Correspondence of Office Appliances.

London, March 16, 1915.

GENERAL industrial, commercial and financial conditions in this country look excellent. The continuance of the war with its enormous drain of men and money does not seem to have any particularly exhausting effect upon any section of industry except in so far as it is often difficult to get enough workmen in the busier sections. Of course, no matter how much money is being spent upon the army and navy, it is being spent largely in this country and travels back into trade through the channels of the extended profits or increased wages of the recipients of these things. Over-production—the bane of so many departments of industry—is being wiped out by the war and generally one notices everybody hustling to get level with orders.

A new but not surprising movement on the part of the British Government has been recorded during the last week. A bill has been carried through the House of Commons which is to enable the Government to take over any works suitable for the production of war material and also to take over compulsorily premises to house the men employed in the neighborhood of such works. This is a measure of a most far-reaching character. It does not only mean that factories at present employed under private control in the production of munitions of war are now to go temporarily under state control; there is a further implication that any factory possessing the necessary conveniences for making things required for the army and navy can be taken over and promptly adapted or transferred to the manufacture of these goods. For one thing, this must mean that every automobile factory will go under direct control of the War Office, some of the men being employed in the manufacture of automobile parts for motor transport wagons while the others will, with a little training be put forthwith on the manufacture of shells, rifle barrels, etc. Whether the net will be spread wide enough to include typewriter and accessory works in this country is not clear at the moment, but it can certainly be said that should the Government still find the supply of war munitions insufficient for the enormously growing army that we are drilling and using, every place that can in any way lend help for the production of shell and cartridge cases, motor transport accessories, and so on, will be utilized to the greatest extent. This country has been a long time waking up to the seriousness of the momentous war that is now going on, but there are only a few people now who are blind to the magnitude of the operations involved. The government certainly has its eyes wide open and is taking no chance of being caught napping any more.

With regard to general national trade the returns of British exports for February were better than in some of the months since the war broke out, although the figures are substantially below those for February last year.

In February, 1914, we exported goods to the value of over 206 million dollars; the figures shrank this February to just over 130 million dollars. The imports on the other hand show an improvement. In February last year they amounted to 310 million dollars, while this February they have risen to 326 million dollars. Of course in looking over these figures one has to bear in mind that higher prices rule for most commodities affected by these returns. Still, the statistics show that a really extraordinary amount of trade is passing for a time when this country has over three million men training, drilling or fighting, and when a large amount of the merchant shipping has been transferred to the control of the Admiralty with the consequent limitation of channels of export.

Manufacturers and merchants who wish to export to neutral countries goods which are on the prohibited list have, I hear, to suffer what they consider undue delay. As a matter of fact, the trade actually carried on in exports to neutral countries, as will be seen, is still very large, and the applications for leave to send out goods are remarkably numerous. It was to facilitate dealing with these applications that the War Trade Department was formed. I understand that the chief cause of delay is the necessity for reference to the various government departments chiefly interested in the decision as to whether the export in question should or should not be allowed. The War Office and the Admiralty naturally have a voice in determining whether actual or potential war materials should be permitted to leave the country and to go to the country named in the application. Other departments have similar claims in respect of other articles. There is usually, I believe, little difficulty about sending such goods to neutral countries which have forbidden the re-exporting of them. All this process of examination takes a good deal of time, especially as the various competent authorities are not gathered under one roof. But the War Trade Department is still young, and it may be possible for a more rapidly working machinery to be designed as experience makes this seem more advantageous.

Whatever difficulties there may be in the way of trade, however, and they are, of course, numerous, the interest in modern office devices and general counting house, store and warehouse aids grows steadily. One outward and visible sign of this has been the establishment by the "Daily Telegraph," one of the most important of the

London daily newspapers, of the regular fortnightly feature article entitled "Business and Organization." This has been put under the control of H. E. Morgan, a well-known expert writer on the modern side of doing business, and while featuring every kind of up-to-date idea in business and advertising, is also strong for the entire use of modern office specialties.

Typewriters Entering English Homes.

Another indication of progress is the way up-to-date stationers, not only in London, but in other large and small towns of the country, are taking up the stocking of typewriter supplies, duplicators, calculating machines, etc. These supply the needs of local business and professional men, such as doctors, lawyers, estate agents, clergymen, and the rest, and also cater for the growing trade in typewriters for home use. Many of the modern light, portable typewriters are becoming very attractive to the middle-class wife and there seems to be a tremendous field in this connection for the sale of such goods. The new aluminum portable Multiplex Hammond is starting to sell well, I hear, in this way.

Even the farmers of Great Britain are waking up and are buying typewriters, filing cabinets and cards, etc. The need for saving all possible waste, labor and expenses in these days is being forcibly driven home to them. It is true, they are getting higher prices for their own products but they have got to pay more themselves for all the materials they use from cattle feeds to labor. More vigilance is therefore being exercised in watching expenditure and the use of modern office appliances follows directly upon this. Furthermore, this also makes more trade for the country town stationer who is thus given a good local regular connection for supplies.

Business in second-hand typewriters is another extending line. This is not to be wondered at when all kinds of good useful machines of well-known makes are on the market at prices as low as $20 to $25. They have, of course, not the life of the new machine, but what happens frequently is that they pave the way to the subsequent purchase of the new machine. One well-known firm trading in second-hand machines to a large extent—Taylor's Typewriter Company—makes the following report to me:

Our typewriter trade at present is very prosperous under the stimulus of Government contracts, in fact, the war seems to have been an impetus rather than otherwise. We have had many orders from army officers for light, traveling machines. Our operator's department is extremely busy owing to the depletion of the staff of many large city firms, whose staff are at the front. We also find that many firms who would never have girl typists before are now more than satisfied with the result. At the commencement of this year we experienced a commercial depression, but the resumption of activity on the part of large manufacturers has resulted in the usual run of normal orders. In the office furniture department, which we recently opened, there is every indication of prosperity. We supply typewriters of every description, from the light, portable machine which can be tucked away in a corner of a suit case, to the heaviest office machine, which is almost a fixture.

The rebuilt and re-manufactured goods are also selling well, although these would appear to do better if the British public over here were made more fully aware of their existence.

British Typewriter Men Optimistic.

Getting to new machines the reports from the various headquarters are still couched in an optimistic vein. The Imperial Typewriter Company of Leicester makes the following statement: Seven months spent under stressful war times have not passed without teaching us something. Being suddenly called upon to face conditions so alarming, and containing so many elements that make for panic, we can congratulate ourselves on our position after more than half a year spent in adapting ourselves to the changes which a state of war has brought about. We have kept our factory going. If we turned out fewer typewriters, we made up for this loss of work by turning out war material of various kinds, from aeroplane parts to rifle sights. Immediately the war started we were delayed with cables countermanding orders for typewriters. During the past four weeks we have received a cable nearly every day ordering machines. So rapidly, in fact, is our typewriter trade recovering that indications point to a return to normal figures of sale. If this should happen while we are still at war, it seems pretty clear evidence of what we may expect in the way of trade expansion when hostilities cease.

Mr. E. Spencer Harrison of the Smith Premier has been giving his views on the typewriter business and the war zone. As reported in these columns, he got through his last European tour with difficulty and returned with the last boat from Flushing, Holland, on the eve of the announcement of the German blockade. He speaks most hopefully of business in France and declares that in January his company did the largest business of any month since the war commenced. Shortage of male labor is, of course, the big trouble, most of the members of the staff being liable to military service and therefore now with the allied forces or else diverted by the government to the manufacture of war material. There are fifty Smith Premiers in use at the headquarters of General Joffre, Commander-in-Chief of the French army. Typewriter men are all over the war area—in the fighting line, in the Red Cross service, and on transport work. It is interesting to notice, Mr. Harrison says, that there is quite a boom in adding machines in Paris while all other kinds of office labor-saving devices are in good request. The Switzerland manager for the Smith Premier is a major in the Swiss army guarding his little country's neutrality, but still finding some time to sell typewriters. In Italy, Spain and Portugal, Mr. Harrison also covered a lot of ground and saw nothing to make him despondent about the typewriter business. He also made a special visit to Holland after his return from the general tour. Trade in Norway and Sweden he also found good, his company, he declares, having recently been doing a larger business with Scandinavia than ever before. The sale of Smith Premier machines and supplies in Russia and Finland is being helped extremely by the cessation of the German imports and Mr. Harrison says his company's trade there is as much now in a month as it had been in a year in the old days. He mentions, further, that Germany is trying hard to keep her hold on the typewriter trade with neutral countries and is apparently having very fair success in Italy and Spain, and especially in the latter country.

A. L. Claflin, managing director of the Underwood in England, is now in control of twenty-six well-organized branches besides many agencies over here.

The Royal Typewriter Company has been busy recently in appointing new South African agents in Johannesburg, Port Elizabeth, Durban and Cape Town.

Ernest Green, London manager of Longs, Ltd., agents here for the Thorp and Martin Company of Boston, is conducting a steadily extending business. The London works is very proud of its latest style plant for grinding and recovering typewriter platens.

R. D. Savery, manager of the Salter Typewriter Company, is at the front as first lieutenant with his local regiment, the Staffordshires.

Edward Jefferson of Kenrick and Jefferson, Ltd., whose work in the way of popularizing and selling modern business systems in this country I have referred to from time to time, has been gazetted with a commission in the Royal Field Artillery, and so I am without his special views this time. Mr. J. E. Withers of the firm, however, tells me that Mr. Jefferson's predictions about business which I think were used in "Office Appliances" last December, have been fully justified. He further says, "Our experience since then goes to prove that in spite of the malignant influences of the war, there is a growing tendency on the part of business men over here to settle down to a close consideration of their organizations, and this, of course, redounds to the advantage of K. & J. We have never been pessimistic, and an attractively worded circular to business men which we have issued under the title of "War's Opportunities" is typical of our attitude and that of our modern business system's selling staff. Our personnel has been depleted by enlistments to the tune of practically 100 men, but I am pleased to say that those who are left have been kept very busy—in

Multigraph Works, Kenrick & Jefferson, Ltd., West Bromwich, Near Birmingham, England.

fact, we are having the greatest difficulty in meeting the demands on our capacity. If there was one place more than another which suffered from the ill effects of the war it was the Lancashire district, where stagnation in the cotton trade dealt a serious blow to most other industries. During the last three or four months, however, there has been a steady improvement in our sales in this district, and since the advent of the new year, our business there has practically resumed its normal state. A good deal of speculation is rife just now as to the effect of the new Government bill relating to state control of factories and workshops. It is felt that the powers of this measure will be directed in particular against engineering enterprises, and its influence on office equipment may be felt by reason of the restricted output of metal parts. Fortunately K. & J. are not greatly affected in this direction, but those firms who contract out for this class of supplies may be hard hit."

I give a view of the K. & J. "Multigraph" Works at West Bromwich, by Birmingham, in the heart of the English Midland manufacturing district.

Turning to another line there is Mr. J. Halsby of the Protectograph, etc., who says, "Generally speaking, I think conditions are improving. What we are having to contend with is the loss of organization, so many of our best men having joined His Majesty's forces. Naturally we are keeping their posts open for them, yet at the same time a proposition such as ours must continue to get business, and the loss of these trained men has compelled us to reorganize practically our entire outside staff. Still though in certain trades conditions are not favorable for us, so many trades are busy as a result of the war that by concentrating upon these particular lines we have been able to keep up a very fair average of business. I think by now the English business man has adjusted himself to present conditions, and I have every reason to believe that business will become better straight along."

Modern Methods, Ltd., formed originally to run a chain of shops to buy office specialties from Moore's Modern Methods, has sold its three branches now in Manchester, Nottingham, and Coventry, to enterprising local stationers. Moore's Modern Methods' new premises, by the way, in St. Bride street, London, look very well and Chadwick H. Moore finds he can now still better handle his multifarious enterprises. The machinery of the Rockwell Wabash Company has been transferred to the new address.

Mr. G. E. Whitehouse, manager of the Ludgate Company, who are the great house of specialists of office equipment in Scotland, is another one of the optimists. Perpend: "The information I can give you at the moment is of the very best and most favorable nature and the prospects for our business are, I think, far better than they have ever been. I know you understand that loose leaf books are not easy to sell in these times when it is generally assumed that business men are not inclined to spend money except on absolute necessities. I made the experiment (at a substantial cost, I admit) and have proved beyond doubt that business in office equipment can be done in this country notwithstanding war conditions if it is tackled in the right way, with due regard to all obstacles likely to be met. When the war broke out the Ludgate Company came out rather strongly in the matter of advertising and selling arrangements, and the results have more than justified the risks that many people told me I was taking. Our business for December was 58 per cent higher than the corresponding month of 1913. January showed an increase of about 8 per cent over January, 1914; in February we were up 22 per cent, and I am quite certain that March will give us a record increase in business. Our factory is working at full speed, and the one difficulty we have to contend with is that we cannot get enough workpeople to carry out our orders as promptly as our customers have always expected of us. I do not wish to make any boast about our present position, but simply to tell you that the strong steps I took in order to maintain our business in spite of the war—which steps many of my friends told me amounted to sheer madness—have brought results in not only doing what was expected, but in giving us increases in turnover which will, I think, create a record. The Ludgate Company has never done so much business as it is doing at present, so you will understand that I have no necessity to complain or bewail the effect of the war on our business. It might have been pretty bad had we resigned ourselves to the opinion that efforts in business when your country is at war are not worth while."

W. I. Harrison, cousin of J. W. Harrison, the British general manager of the International Gammeter Multi-

graph Company, died recently in Birmingham with heart failure. He represented the Empire typewriter in the Midlands. The Gammeter Multigraph has appointed the Modern Office Equipment Company of Glasgow their Scottish agency.

The Blick Multi-Copier, priced here at 75 cents upwards, for duplicating handwriting, typewriting, drawings, plans, music, etc., is securing a substantial sale here amongst buyers of composition duplicators.

No fewer than 125 Roneo men have now joined the colors.

With regard to tabulating machines a very interesting report is presented by the British Tabulating Machine Company, Ltd. This device has been rather hit by the war apparently, but orders are much better now. Quite a large number of these machines are being used by the South African Government railways which service, by the way, reports that through its use a saving of $12,500 per annum has been achieved on the compilation of their sectional earnings and ton mileage statistics. Many machines are also getting into use on the English railways which are increasing buyers of goods such as these which require rather heavy sinking of capital at the beginning but yield a fine profit afterwards.

R. Tidmas, of William Hoare & Company, the European agents of A. P. Little of Rochester, looks at conditions very hopefully. This London agency carries twenty-nine varieties of Little's carbons as well as quantities of the American house's ribbons.

Turning to affairs on the Continent, Paris houses appear to be waking up and enquiries are now out addressed to manufacturers of office specialties who want to cater for French customers. Some of the office equipment men who have been turned out, or thought it advisable to leave Antwerp and Brussels are now carrying on business in Amsterdam. A report from Brussels indicates that the American typewriter companies there are still working.

Business and commercial colleges in Great Britain seem to be flourishing despite the war. Many of these in London are already very important concerns turning out especially large crowds of trained girls. The effect of the war appears to have been to widen the prospects of women's work in modern industrial and commercial life. The result is for the training colleges that larger numbers of pupils are attending than before with a view to equipping themselves for the openings that are now showing. These facts are not only true of England, but apparently of Europe generally. Especially is this the case in France where there is an enormous number of men drawn off from civil occupations, and female labor is wanted more and more acutely. The schools run in Paris by the leading typewriter companies are simply crowded with pupils just now, many of them married women.

A Message From Turkey.

Kh. Kroubalkian, general agent of the Royal Typewriter Company for Turkey, in a letter to the home office of the company dated January 16, states that notwithstanding the war and keen competition he has been able to sell a number of No. 10 Royal machines since the outbreak of hostilities. His machinist has been called to the colors, which fact has caused some difficulty, since the agent himself has had to be his own adjuster of machines.

The fact that it is possible to sell any typewriters at all in the countries now at war is encouraging indeed, and shows the strong hold that the typewriter has upon the official and business life of all communities. One would, perhaps, under the present conditions, hardly expect to find typewriters in demand in Turkey, and we think that the Turkish agent of the Royal is to be congratulated upon the splendid showing he is making.

A Striking Royal Display in Java.

The attractive photograph reproduced on page 70 pictures a recent Royal typewriter exhibit at a show in Samarange, Java, Dutch East Indies. F. Gallas, the able managing director of Messrs. Blikman & Sartorius, the enterprising Royal Typewriter general agents for Holland and her colonies, recently visited Samarange, and while there arranged with the local Royal representatives for the exhibit. So attractive was it that it secured the award of a gold medal offered for the best display at the show. The two girls operating Royal typewriters, as well as the man seated in the foreground, are Javanese.

British Tars Listen to Remington Band Records.

Among the typewriter men now in the North Sea with the English Navy is P. F. Egerton, of the Remington Typewriter Company's Southampton office. The New York office of the Remington Company received a newsy letter from Mr. Egerton recently, in which he describes a visit he made ashore on leave at Liverpool, where he called at the Remington office and was accorded fine treatment. Just before leaving Liverpool the Remington manager presented him with a handsome phonograph and a collection of records to amuse himself and the other tars on shipboard during their long vigils on the blockade.

Among the records in the collection presented to Mr. Egerton were the two Columbia Phonograph records by the Remington Typewriter Band from the Remington factory at Ilion. Of these records Mr. Egerton writes:

"This was a really welcome gift, and I can assure you that it made many a happy hour among the sailors as well as ourselves. We all agreed that the Remington Band was splendid, 'Salute to the Sultan' being a special favorite. Can you imagine us on a ceaseless watch in the North Sea being cheered by the strains of the Remington Band? On one occasion when this tune was being played we had an exceedingly narrow escape—but, thanks to good seamanship on one side and poor judgment on the other, we came off best."

Modern Office Equipment for Hongkong.

(Vice Consul General A. E. Carleton, Sept. 21.)

The saving of time is not deemed of the greatest importance in the Orient, and for that reason modern time-saving appliances are not usually to be found in the large hongs and banks of this colony. Conservatism and the "old order of things" have been too strong to admit of a general introduction of the scores of machines that in the United States tend to greater accuracy and dispatch, lessen drudgery, and add materially to the business possibilities of an office. The field in Hongkong is, however, worthy of cultivation, and cheap labor seems to be the only hindrance to the sale of American modern office equipment. Banks and commission houses, having branches in all parts of the Far East, are not entirely lacking in modern appliances, and many of these would become purchasers if proper effort were made.

Many of the machines well known in the United States are unheard of in the Far East; therefore, local demonstration is essential. The Chinese do not understand catalogues, and as a rule will not buy from them. In

every case they must be shown the practicability and efficiency of the "machine with brains."

The question of office furniture, steel furniture in particular, was discussed in Daily Consular and Trade Reports for March 18, 1913, and a limited amount of trade has developed therefrom. Excellent results have also accrued from the exhibition of steel furniture now installed in this consulate general. (A list of Hongkong firms that would probably be interested in machines and steel furniture for office use may be had upon application to the Bureau of Foreign and Domestic Commerce or its branches.)

A Little Echo of a Case at Law.

A legal notice published in a newspaper at Sydney, N. S. W., Australia, under date of December 31, 1914, announces that "On Monday, the 11th day of January, 1915, at noon, unless the Writ of Fieri Facias herein be previously satisfied, the sheriff will cause to be sold by public auction at Creighton & Hamond's Bulk Store, Circular Quay West, near the Lane Cove Ferry wharf, two Remington, two Underwood and one L. C. Smith typewriters; terms cash. C. E. Mayberry, Sheriff."

This case was entitled "Pontey and another vs. Pacific Typewriter Syndicate," the defendant being a California organization.

It appears that a previous sale had been held by the plaintiffs to satisfy a judgment, and that the first sale did not cover the amount due. Afterward the plaintiffs discovered a further batch of typewriters which had been left by the defendant's representative with another typewriter concern. These machines were seized by the sheriff and sold on the 11th of January.

Would Handle Patent and Trade Mark Work.

The firm of Beare & Co., patent and trade mark agents, Casilla de Correo 302, Montevideo, Uruguay, are prepared to attend to the registration of patents and trade marks in Uruguay and other South American countries. They do not handle business direct with foreign firms, but answer all inquiries and supply the inquirers with the names and addresses of their nearest agents, forwarding the necessary forms, information, etc., free of charge.

The company is composed of Reginald A. Beare and Alexander T. Darragh.

L. C. Smith Company to Sell Machines in Tunis, North Africa.

Syracuse in the future will help supply the demand for typewriters to be sold in Tunis, North Africa, as a result of the war now going on in Europe. Joseph Natoli of Tunis spent March 2nd inspecting the plant of the L. C. Smith & Brothers Typewriter Company and also placed an order for a large number of machines, entering into a long-term contract for the sale of the machines in his native city. Mr. Natoli is a well-to-do merchant, dealing in typewriters and sewing machines. Before the war these goods were purchased from German manufacturers. Now the people of North Africa because of their sympathy with the cause of the allies, refuse to buy any goods labeled "Made in Germany." Mr. Natoli explained that he could obtain all te goods he wanted from Germany through Switzerland and Italy, but it was impossible to sell them to the people of Tunis.

Matthew S. Eylar, general sales manager of the company, said that he was much impressed with things that Mr. Natoli told him, as they indicated the broad scope of the war in a commercial sense and the resultant new trade opportunities for Syracuse and other American manufacturing centers.

In speaking of the war, Mr. Natoli said that the feeling there, especially among the Italians, is that Italy will eventually enter the war. The population of Tunis is largely Arabic, French and Italian. After viewing Syracuse, Mr. Natoli left for Chicago, where he expects to close a contract for sewing machines.

Remington New York Office Supplies Stenographers for Belgium.

Among the newest accomplishments of the employment department of the Remington Typewriter Company's New York office is that of having had in readiness and furnishing two stenographers and typists to sail on a few hours' notice to Belgium.

When one of the first of the Belgian relief ships which were outfitted and sent by American charity reached its destination it was found that difficulties would be met in the distribution of the provisions unless the work was carried on by men and women who were citizens of neutral nations. In the work French-speaking stenographers were needed. Native French or Belgians would not do. Their comings and goings would likely be too much hampered. So it was decided that the importation of Americans was the only feasible way to surmount the difficulty.

A message was dispatched by those in charge of the expedition from the continent to the Remington office in London. London relayed it by cable to New York. New York drew upon its available supply of French-English speaking stenographers, and the two required sailed on the St. Paul the next day. The remedy for the trouble in which the relief committee in Belgium found itself proved to be almost ridiculously simple, yet it speaks volumes for the well organized business machinery that makes such simplicity possible.

Branch Offices of Bureau of Foreign and Domestic Commerce.

Branch offices of the Bureau of Foreign and Domestic Commerce have been opened in New York, Boston, Chicago, St. Louis, Atlanta, New Orleans, San Francisco and Seattle, where the Bureau's publications, samples of foreign-made products, plans and specifications of construction work abroad, lists of foreign dealers in various lines, manuscript consular reports, and similar documents are available to interested individuals and firms. Reserved addresses in connection with "Foreign Trade Opportunities," published in the daily "Commerce Reports," may be obtained from these offices by application in letter form. It is suggested that firms in the districts served by these branch offices acquaint themselves with the material available through them, as time may frequently be saved by application to the branch office instead of the Bureau at Washington.

Attention is especially invited to the fact that copies of the Bureau's publications may be purchased from the branch offices. The addresses of the branch offices are as follows. New York, Room 409, United States Custom House; Boston, 752 Oliver Building; Chicago, 629 Federal Building; St. Louis, 402 Third National Bank Building; New Orleans, 1020 Hibernia Bank Building; Atlanta, 521 United States Post Office Building; San Francisco, 310 United States Custom House; Seattle, 922 Alaska Building.

C. R. Matthews, who has sold one of the other leading typewriters for a number of years, has joined the New York organization of the Victor Typewriter Company.

NEWS AND MISCELLANY

PRESENTING THE IMPORTANT NEWS OF THE MONTH WITH AN INTERESTING REPORT OF THE NOTABLE ACTIVITIES IN EVERY SECTION OF THE FIELD

Dalton-Moon-Hopkins Litigation.

The March number of Office Appliances contained an item referring to the decision in the case of the Dalton Adding Machine Company of St. Louis. It will be recalled that this decision supported the contentions of the Dalton company.

The case was tried before Judge Dyer in the United States District Court for the Eastern Division of the Eastern Judicial District of Missouri, and it was entitled "The Dalton Adding Machine Company and Addograph Manufacturing Company, complainants, vs. Moon-Hopkins Billing Machine Company; John C. Moon, president, and Hubert Hopkins, vice-president of the said company, defendants." The following facts are abstracted from the opinion of the trial judge:

The bill filed by the complainants against the defendants charged infringement of letters patent 1,039,130, issued September 24, 1912, to the Addograph Manufacturing Company, and to the complainants as assignees of the defendant Hubert Hopkins. The invention covered by the patent relates to improvements in adding and writing machines.

It appears from the evidence submitted that while application for the patent was filed in January, 1903, its history dates back to a period prior to the filing of the application. In December, 1901, James L. Dalton was a merchant residing at Poplar Bluff, Mo. Hubert Hopkins and his brother, William, at that time lived in St. Louis. Hubert Hopkins had theretofore made certain inventions in adding and typewriting machines and had conveyed a half interest therein to his brother William. In December, 1901, William Hopkins went to Poplar Bluff and there met James L. Dalton, whom he interested with others in financing the enterprise of manufacturing the inventions of his brother. The Hopkins brothers and Dalton and his associates entered into a contract by which the latter agreed to furnish a certain sum of money, a part of which was to go to the former and a part to be expended in the manufacture of the first machine so as to demonstrate its practicability.

Soon after this the Hopkins brothers built the machine in St. Louis, using a part of the money put up for that purpose. The sum provided for in the contract proved insufficient and a second contract was made by the same parties in June, 1902, whereby an additional sum of money was put up by Dalton and his associates. In consideration of this sum Hubert and William Hopkins were to assign a half interest in the inventions to a company thereafter to be organized, and in which title to the invention should be placed. The machine was completed September, 1902, and formed one of the physical exhibits in the case, being marked "Original Hubert Hopkins machine." This machine was exhibited in St. Louis in October, 1902. Various persons were invited to inspect it for the purpose of obtaining further investments in the enterprise.

In the December following the Addograph Manufacturing Company was organized with a capital of $50,000, divided into 500 shares of $100 each. Two hundred forty-nine shares were issued to Hubert Hopkins and one share to his brother William. Thereafter, on the 24th of January, 1903, application for a patent was filed in the patent office. Three weeks after this application Hubert Hopkins executed an assignment of the application to the Addograph company. This assignment contained all the inventions claimed in the application and requested that the patent be issued to the Addograph Company as assignee. On the 24th of September, 1912, the patent was issued according to the terms of this request.

The evidence shows further that Hubert Hopkins sold his stock in the Addograph company in 1903 to the American Arithometer Company. This stock, with a few additional shares it had bought, gave it control of the Addograph Company. Mr. Hopkins had sold his stock for $5,000. To regain control Mr. Dalton and his associates in the name of the Addograph company paid the Burroughs Machine Company (the successor of the American Arithmometer Company), $40,000 for this stock.

After the transfer of the stock by Hopkins to the American Arithmometer Company, the Addograph company made a license contract with Dalton for certain considerations and a certain royalty to be paid to the Addograph company, giving Dalton the exclusive right to make and sell the machines.

After this the Adding Typewriter Company was organized, to which Dalton assigned the license contract. In 1909 the name of the Adding Typewriter Company was changed to the Dalton Adding Machine Company, the latter thereupon becoming the exclusive licensee.

The complainants maintained that from the facts given above the defendant, Hubert Hopkins, is estopped from disputing the validity of the patent in suit and, furthermore, it was maintained that the Moon-Hopkins Billing Machine Company is also estopped. The complainants contended that after the Hopkins brothers sold their stock and left the Addograph company they went to John C. Moon, stating that Hubert Hopkins had made some in-

ventions in adding and typewriting machines, and that the Hopkins brothers desired to interest Moon and his associates in the organization of a new company to manufacture and sell the Hopkins inventions; that a contract was entered into July 6, 1903, between the Hopkins brothers and John C. Moon and Carey Crawford, by which they undertook to manufacture the inventions referred to. This was followed by the organization of the Moon-Hopkins Billing Machine Company.

The court said that the question of estoppel raised by the facts related is the most important question presented in the case. He stated that from the facts disclosed in the record he was satisfied that Moon and his associates had knowledge of the inventions of Hubert Hopkins and were advised of all that transpired in reference thereto. These being the facts the court said it would seem that the defendants are and should be estopped from claiming that the patent in suit is invalid, either on the ground that it was anticipated by prior patent rights, or on the ground that it possessed no novelty.

Regarding the question of infringements, the court found that, 1st, The defendants are estopped from claiming the invalidity of the patent in suit, and, 2nd, that claims 7, 29, 32, 65, 113, 141, 142, 147, 153, 158, 170, 176, 185, 200, 235, 236, 238, 240, 241, 245, 246, 250 and 254, of the patent in suit have been and are infringed by the defendant's machine.

The opinion of the court was announced on the 1st of March. The decree, in accordance with the opinion, was signed on March 15. The decree recites that the letters patent forming the basis of the suit are good and valid; that they are the property of the complainants; that defendants have infringed upon this patent, and that complainants are entitled to recover the profits which defendants may have made through the infringement, and also the costs incurred in the suit, such profits to be determined by a master in chancery and costs to be assessed by the clerk; and that a perpetual injunction shall issue restraining the defendants or any one for them, from making, using or selling any more infringing machines.

Not desiring to put the defendants to any greater expense than necessary, the Dalton Adding Machine Company consented to the filing of a supersedeas bond by the defendants giving them the right to manufacture and sell during the pendency of an appeal to the United States Circuit Court of Appeals. The appealed case will come up for argument at St. Louis in December.

Cash Register Men Get New Trial.

On March 13 the United States Circuit Court of Appeals reversed the lower court in the case of the government against John H. Patterson, president, and twenty-six other officials or former officials of the National Cash Register Company of Dayton, Ohio, and remanded it back to the District court for a new trial. One of the Chicago daily papers presented the following summary of the decision of the Appeal court and history of the case:

"Mr. Patterson and his associates were found guilty of violating the Sherman anti-trust law and were sentenced to serve prison terms and fined.

"The upper court based its action on its finding that the first count of the indictment, which charged the defendants with being guilty of conspiracy to restrain trade, had not been proved by the evidence, and that the second and third were defective and should never have been permitted to enter into the trial of the case in the lower court.

Holds Conspiracy Not Proved.

"It is held that conspiracy had to be proved as existing within three years of the time the indictment was drawn and that the government failed to offer convincing evidence to sustain these charges.

"The decision holds that the second count is defective because of its uncertainty, and that the third count is defective because it is insufficient and does not charge an offense against the United States. Both of these counts charged that the defendants had tried to monopolize the cash register business in the United States.

"'Actually doing business, no matter how large, is not monopoly,' the court stated. 'The competitors who were attacked should have called upon the courts to protect them while they were being attacked.'

"The court held that District Judge Hollister, the trial judge, had erred in not sustaining the demurrers to the two last counts when they were raised by the attorneys for the defense.

History of the Case.

"The indictment was reported to United States District Judge Hollister on Feb. 22, 1912. The trial was begun on Nov. 19, 1912, and continued for almost three months, the verdict of guilty being returned by the jury on Feb. 13, 1913. Sentences were passed by Judge Hollister on Feb. 17.

"Notice of appeal to the United States Circuit Court of Appeals was immediately given by the attorneys for the convicted men. As soon as possible thereafter the record of the case, the most voluminous ever filed in the local courts, was placed in the hands of the upper courts. Arguments were submitted on Oct. 6, 7 and 8, 1914, to Justice William Day of the United States Supreme Court, and District Judges Sanford of Tennessee and Cochran of Kentucky.

"The estimated cost of the case is conservatively fixed at $500,000."

Window Envelope Decision Reversed.

On Wednesday, March 10, the U. S. Circuit Court of Appeals handed down a decision in the suit of infringement instituted by the Outlook Envelope Company of Chicago against the Samuel Cupples Company of New York, reversing the decision of the U. S. District Court and sustaining the claims of the complainant.

The suit was an appeal from a decree by the U. S. District Court of the Southern District of New York, and had reference to the alleged infringement of two claims, patent No. 893,165, granted to William Slater on a machine for making window or outlook envelopes. This patent with all of its rights was assigned by Slater to the United States Envelope Company. The claim for the patent was filed July 6, 1903.

It appears that the practicability of the window envelope was brought to the attention of the United States Envelope Company by A. T. Callahan, inventor of a device for enclosing and sealing the contents of an envelope, at the same time revealing the name and address on the enclosure. Callahan was granted a patent on this device, which was later declared invalid. The United States Envelope Company made these envelopes for a time by hand and when it was necessary to make them by machine, Mr. Slater, an employe of the United States Envelope Company, invented an addition to the regular envelope machine which cut out the space for the window and pasted on transparent paper. The patent on this device was issued on this machine and method, and not on the envelope itself. The court, in discussing this phase of the case, intimated that it is satisfied that the Slater machine created a new field of industry and that the use of the window envelope was enormously increased thereby.

On the 13th of March, 1909, the United States Envelope Company assigned its patent rights on the Slater machine

to the Outlook Envelope Company. In 1904 the Samuel Cupples Company introduced a type of envelope termed a self-addressed envelope, which was the same in substance as the Callahan type. The patch was at first attached by hand, but later Thomas W. Kienast, shop superintendent, constructed a machine for turning out the work, and got up a paper-cutting and patch-applying device which he attached to the regular Timmins envelope machine. He applied for a patent, and after some delay secured it. It was on this machine that the Outlook Company based its claim for infringement. The lower court decided in favor of the defendant, and the Court of Appeals in reversing this decision finds that the principle of the Slater and Kienast machines are identical, and that while in the former machine patches of transparent paper are fed downward from a pile, and in the latter they are fed and cut from a continuous strip, there is no essential difference. The fact that Slater was the originator of the first device entitled him to a liberal construction of the lines of the patent. The United States Circuit Court of Appeals therefore reversed the decision of the lower court and issued a decree for injunction and accounting.

The first window envelope was invented by one J. S. Brown, who secured a patent in September, 1862. Brown's invention comprised two parts, one consisting of separate transferrable cards of address for the names and addresses, and the other providing for transparency by rendering one part transparent and the other part opaque, by cutting out a piece from the envelope and covering the opening by transparent paper or other material. His patent was issued on the product and not on the machine.

Big Cash Register Concern at Saginaw.

The American Cash Register Manufacturing Company is fully established at Saginaw, Michigan. In 1913 the company erected a fine new plant which is completely equipped with modern manufacturing facilities. It covers 40,000 square feet of space and is all on one floor, with the latest saw-tooth roof arrangement, so as to afford the best possible light.

When the company moved to Saginaw considerable local capital was invested in the business, and the officers and board of directors organized as follows: Carl H. Heyne, president and general manager; H. A. Savage, vice-president; William Seyffardt, secretary-treasurer; M. L. Wilcox of Saginaw and Col. J. D. Ellison of Columbus, Ohio.

Mr. Heyne has been at the head of this company since its organization in Columbus. He was for a number of years in the cash register business in other connections, both in Europe and the United States. Mr. Savage is of the large insurance company, Brady & Savage, Saginaw. Mr. Seyffardt was for several years secretary, treasurer and manager of the Saginaw Hardware Company (wholesale), also secretary-treasurer of the Feige Desk Company of Saginaw, and has other interests For six years he was a financial man of Saginaw, in the position of city comptroller. Mr. Wilcox comes from the Jackson-Church-Wilcox Company, the concern which designed the steering gear of the Buick automobile, which concern was sold out to the General Motors Company. Mr. Wilcox is now president and manager of the Wilcox-McKim Company, manufacturers of steering gears and boat gasoline engines. Col. Ellison is a Columbus, Ohio, capitalist.

The American Cash Register Manufacturing Company has done an extensive export business which, like all similar business, is affected by the war, but the company is developing the domestic trade quite extensively by the appointment of local agents who sell American cash registers on a cash basis.

Concerns or individuals handling specialties who are looking for a live line might find it profitable to write the company regarding this proposition.

Billings Concern Expands.

The Chapple Drug Company of Billings, Montana, an old concern dealing in drugs and stationery, have taken the premises next door to their old stand, cut an archway between the two stores and will separate their stationery from their drug department. The new annex will be given over entirely to social and commercial stationery and to books. New fixtures have been installed and the company will make the department up-to-date in every particular. They will continue their policy of handling high-grade lines.

The annex has a frontage of thirty feet and a depth of sixty feet.

Lewis Heads Important Committee.

On the evening of Tuesday, March 2, about four hundred of the leading men of Jamestown, N. Y., gathered at the Hotel Samuels in that city and took preliminary steps for the organization of a board of trade. At the close of the meeting the following resolution was passed unanimously:

"Resolved, That a committee of fifteen be appointed, of which Mr. E. St. Elmo Lewis shall be chairman, to take the necessary preliminary steps for the organization of the Jamestown Board of Trade, and to report at a meeting to be called."

The appointment of Mr. Lewis as chairman of this important committee places him at the head of the most active organization of business men in Jamestown, and is the best tribute of confidence which could possibly be extended to him. Mr. Lewis, although a new comer to Jamestown, is recognized there and elsewhere as a man of national reputation whose abilities peculiarly fit him for the oroganization and conduct of large affairs. The unanimity with which the Jamestown men selected him to head their organization is evidence of the strong impression which Mr. Lewis' character and ability have made upon his fellow citizens.

The dinner was a brilliant affair. After the meal the meeting was called to order by J. M. Himebaugh, a leading manufacturer, who introduced Mr. Lewis as the chairman of the meeting, paying him a number of appropriate and graceful compliments. Mr. Lewis was received with a genuine ovation. In his speech he covered in direct and forceful language some of the principles which ought to govern the organization and conduct of chambers of commerce in various cities, outlining some of the work accomplished by the more vigorous and progressive chambers of commerce in other cities, and concluded with some practical suggestions concerning the organization of the chamber of commerce in Jamestown.

New Concern at Marion, Ind.

John Ferree, formerly with H. G. Johnston, a furniture dealer at Marion, Ind., has commenced business on his own account as the Ferree Furniture Company, and has opened a store opposite the post office. He will feature office furniture. His large display windows will assist in placing before Marion business men the new items of interest in filing cabinets, desks, etc., which appear from time to time. Mr. Ferree will handle the Weis receding door book cases, Weis sectional music room furniture and Weis filing cabinets, as some of the features of his line.

Royal Field Sales Climbing.

In March the Royal Typewriter Field Department benefited by the stimulated buying activity which was ex-

perienced by the entire Royal sales organization, and the results attained were exceedingly gratifying. Not only was the total amount of Field Department business for the month far in excess of that done in February, but a surprisingly large part of it was secured from new Royal customers, a fact which indicates the beginning of a new era of general business prosperity and gives promise of a good year for the Royal.

That business in general throughout the Royal field territory is prosperous was clearly indicated by the collection returns for the last month. Money flowed in more freely during March than for several months past. This was a direct indication of the better business being enjoyed by all, and presages well for the near future. Salesmen in all parts of the territory substantiated this evidence by their personal reports of better business conditions and furnished still more tangible proof of its reality in the form of increased sales.

Maxwell Morris, Royal Field Department Manager, waxes enthusiastic as he views, through the bright perspective left by March business, the prospects for a big Royal selling month in April.

Irving-Pitt Company Makes Important Announcement.

The Irving-Pitt Manufacturing Company of Kansas City, Mo., has made the following announcement to the trade. The facts outlined in this announcement were given in greater detail in the March number of Office Appliances. The Irving-Pitt Company says:

"To the Trade:

"We are pleased to announce to the trade that the Wilson-Jones Loose Leaf Company, of Chicago, and the Boorum and Pease Loose Leaf Book Company, of New York and St. Louis, have recognized the validity of our fundamental Pitt patent No. 778,070, recently sustained by the United States District Court for the Southern District of New York, and have made arrangements with us whereby they will manufacture their Ring Books in the future under license agreement.

"We are aware of the confusion and uncertainty created in the minds of some of the trade through our action in instituting infringement suits, and we are gratified that it has been possible to speedily settle our differences with these manufacturers and thus restore, so far as these companies are concerned, former conditions.

"Very truly yours,

"IRVING-PITT MANUFACTURING CO.,

"J. B. Irving, President."

Two Remington Managerial Changes.

Paul Jones is sailing again along the Remington typewriter line of promotion. He has just gone to assume the management of the Remington office at Des Moines. Manager Jones moved forward from the Winnipeg office, where he made an excellent record. He moved on to Winnipeg after achieving marked success as manager of the Remington office at Albany, N. Y.

To succeed Mr. Jones at Winnipeg the Remington Typewriter Company has chosen C. J. Monahan, a member of the Winnipeg sales force, a man who has in a short time achieved a sales record that is the envy of Remington men all over the country. Mr. Monahan's advancement has been as rapid as that of any man we know in the field. Two years ago he entered the service of the Remington Typewriter Company as a mechanic. Six months later he was advanced to the sales staff, and since then he has made a record few have equaled. The result is that at the end of eighteen months he finds himself promoted again, this time to the post of manager.

Filing Systems to Be Made in Syracuse.

The Federal Systems Company has just bought the Heffron plant at Syracuse, N. Y., and will reopen within sixty days after alterations have been completed, manufacturing adjustable and sectional accounting, registering and filing systems of all kinds.

The company's personnel consist of John F. Huber of Buffalo, W. G. Simon of Syracuse and William T. Bailey of Elmira, who are all experienced men in the various branches of the industry they are to establish. Mr. Bailey is the inventor of the Bailey press used by the government in printing money orders. Mr. Humber is head of the Humber Register Company of Buffalo and Mr. Simon is a former McCaskey system man. Both of the latter are old National Cash Register men. Their coming to Syracuse is the outcome of months of search all over the country for a building suitable for their needs.

The mechanical operations will be carried on by an equal proportion of men and women. It is expected when the maximum development of the plant is reached 1,000 hands will be employed.

Aside from the operations having to do with the manufacture and finishing of cases and cabinets for filing the account forms, there will be a great amount of printing done, which will be taken care of by the Bailey press.

Mr. Bailey has recently patented a press for turning out continuous triplicate bills of lading for use by railroads and shipping departments of large manufacturing plants.

An advance sale of 60,000,000 sets of these triplicate forms has been guaranteed the company by the railroads alone. The machine making these forms is not only patented, but secret, and will be guarded continuously. Not over five men will be allowed to see the machine during the first ten years, unless it is superseded by a superior machine, which is highly improbable.

The industry will not only be a new one for Syracuse, but many of its features will be new to the world.

A. T. Brown Retires as President of the Smith Premier.

At the annual meeting of the Smith Premier Typewriter Company, held on March 10, at 111 Dickerson street, Syracuse, A. T. Brown, president of the company, retired as president and was elected a director of the Remington Typewriter Company. Walter N. Brand, superintendent of of the company's plant, was elected to the board of directors. Two other members, Herbert A. Carhart and Mason Wheeler, were re-elected.

The board at a subsequent meeting selected Mr. Carhart as president, in the place of Mr. Brown. Formerly Mr. Carhart was secretary and treasurer, and Mr. Brand was elected to succeed him in that office. Mr. Wheeler was again chosen vice-president.

The stockholders of the Monarch Typewriter Company also met on the same day and re-elected Jacob Felbel, Harold Earle and Frank L. Pierce, all of New York City, directors.

Isaac S. Berry and Raymond L. Williams were elected inspectors of election for the ensuing year. The officers of the Monarch Company will be elected at a later date.

Patent Procured in Record Time.

The Sam'l C. Tatum Company, Cincinnati, Ohio, believe that they established a time record in obtaining a patent on their new "Regent" automatic ledger, which is announced elsewhere in this issue. All claims on the patent were allowed in less than four months, without any citations. Considering that ordinarily a period of ten to thirty months is required to obtain a patent, this experience is regarded by The Sam'l C. Tatum Company as an unusual record.

Alkire Royal Branch Office Supervisor.

Although D. M. Alkire has been in the typewriter business twenty years, he has made few changes. He started with the Smith-Premier, served three years with this company and then joined another big office equipment organization, the Elliott-Hatch, now the Elliott-Fisher Company, making his headquarters at Pittsburgh, and remained with them for seven years. Mr. Alkire then joined the Underwood Typewriter Company and remained with them for ten years as branch manager in the cities of Pittsburgh and Chicago. He next joined the forces of the Royal as manager of the New York branch, the biggest office in the Royal system. His record with the Royal during 1914-1915 was so brilliant and successful in building up a large volume of business at the New York office that he was made branch office supervisor in March of this year, and immediately assumed his new duties, which entail his personal supervision over the Royal chain of branch offices, stretching from New York to San Francisco, and covering many states and practically all of the metropolitan centers of the United States.

Mr. Alkire's long and successful record as branch manager for big typewriter organizations, and his continuous experience for more than two decades in the typewriter business at the selling end, has eminently fitted him for the important position and wider sphere of activity which he has entered upon with the Royal Typewriter Company.

Government Gives Big Order for Steel Files.

The Fireproof Furniture & Construction Company of Miamisburg, Ohio, report that they recently received a government order for 450 four-drawer vertical letter files through the Julius Lansburgh Furniture Company, Washington, D. C., agents for the Fireproof Furniture & Construction Company. This is stated to be the largest order of the kind ever placed at one time by the United States government. It was for the purpose of supplying each member of the House of Representatives with one of these steel vertical letter files. Incidentally, The Fireproof Furniture & Construction Company say that during the last two months this company has done the largest business of any two months in its history. The plant is busy until 9:30 p. m. daily.

Cincinnatians Entertain Mr. Lent.

Charles A. Lent, president of the National Association of Stationers and Manufacturers, and wife, while on a recent western tour visited Cincinnati on March 15 and 16. On the 15th, Mr. Lent visited the Globe-Wernicke Company plant and afterwards was entertained at luncheon at the Business Men's Club by President Yeiser of The Globe-Wernicke Company, on whose invitation there were also present several of the local manufacturers and stationers. On the 16th Mr. Lent was entertained by the local stationers' club at luncheon at the Business Men's Club, and afterwards the party was taken in touring cars on a visit to the plant of The Sam'l C. Tatum Company.

Boston Concern Moves.

The Office Appliance Company, formerly at 15 State street, Boston, Mass., has removed to the new Unity Building at 191 Devonshire street. The new store is on the street floor and contains three times as much space as the company previously occupied. Here there is ample space for the satisfactory display of Edison-Dick mimeographs and the typewriters, supplies, etc., which the company handles. Abundant and well lighted space is also provided for the repair department.

Winners in Exciting Selling Contest.

The Eaton, Crane & Pike Company of Pittsfield, Mass., started a contest on August 18, 1913, under the auspices of the Rice Leaders of the World Association, which was

L. J. Lutticken.

known as the Rice Leaders of the World Association Salesmen's Race. This is one of the many contests which have been held by members of this association. The results of the contest, which was finished several months ago, were announced in the Eaton, Crane & Pike Company's house organ, "Pull Together," the delay being due to the fact that the company desired to be absolutely accurate in all of the figures connected with the contest. These figures were gone over by the company's own accountants and were afterwards audited by an expert accountant who certified to the correctness of the results.

The prizes awarded included an automobile and four gold watches. The first prize, that of the $1,000 automobile, was won by L. J. Lutticken of San Francisco. The gold watches were won by F. J. McLeavy of Boston, Harry Braun of New York City, R. E. McHugh of Denver and H. R. Condit of New York City.

The contest was remarkably successful from a sales point of view, and it brought to the company the greatest amount of business in the history of the concern. One feature which stands out prominently in connection with the contest is the degree to which each salesman increased his orders for the Eaton, Crane & Pike Company's ad-

R. E. McHugh.

H. Braun.

vertised lines, including Crane's Linen Lawn, Crane's Kid Finish and Crane's Highland Linen.

Some time next summer the presentation of the automobiles and watches will take place in New York City. This will include the automobiles and watches presented

to salesmen by all the firms in the Rice association who have held contests. Announcements will appear in the leading papers of New York, together with photographs of the winners. The salesmen will be brought together in a procession which, it is said, will be unlike any other which has ever taken place. The motor cars will assemble at Columbia Circle at the southwest entrance to Central Park for the grand procession, and each machine will be

H. R. Condit.

F. J. McLeavy.

manned by a private chauffeur. The machines will proceed south to Broadway, passing Times Square, Herald Square, and thence to Madison Square, where on an elevated presentation stand the prizes will be awarded. Following this the automobiles will again proceed up Fifth avenue to Central Park, bearing each leading salesman in the car which he has won.

On the night of this day a banquet will be held at the Waldorf-Astoria hotel, where all the watch winners and automobile winners of every member of the Rice association will be the guest of Mr. Rice. Officers of all the member concerns and their ladies will be present. The event will take place in the grand ballroom of the hotel.

Albright Branches Out.

A. C. Albright, who conducts the St. Louis Typewriter Exchange and the Rebuilt Typewriter Company at 211 North Tenth street in St. Louis, has bought out Ray M. Beardsley, who was located at 209 North Eighth street near the Underwood office, Mr. Beardsley having gone to New York. Mr. Albright is handling rebuilt machines, including the American Writing Machine Company's lines and others. He has increased his selling force and is extending his business.

Monarch Stationery Company Reorganized.

A reorganization of the Monarch Stationery Company of 132 West Lake street, Chicago, has been effected through the purchase of the interests of T. W. Williams by James Johnson. Under the new régime Mr. Johnson is instituting some progressive measures which were not possible hitherto.

Victor Company Reports Good Business.

The Victor Typewriter Company reports a marked and encouraging increase in sales during the first months of the present year. The New York office has done a banner business and offices in the middle western territory show a healthy increase in sales. At the present time the company is in the midst of one of its big prize contests, and Victor salesmen are therefore busily engaged in forcing sales to their limit.

New Typewriter Company Incorporated.

The Jarrell Typewriter Exchange of Wilmington, Del., has been incorporated for $50,000, to deal in office specialties, rebuilt typewriters and supplies. This company desires to receive catalogues and price lists from manufacturers.

The secretary of the company is L. L. Jarrell, who is also the general manager. Mr. Jarrell has had a wide experience in the typewriter field, having been connected with the Underwood Typewriter Company for nine years, first as office boy, then as repair man and salesman. He has also managed the office of the Remington Typewriter Company in Wilmington.

Other members of the firm are Howard A. Turner, president; Isaac A. Turner, vice-president, and W. J. Highfield, treasurer.

The company's store is located at 810 Market street.

Window Display Gets Big Results.

What is probably one of the biggest result-getting window displays is that which appeared recently in one of the windows of the George E. Cole Company, as the result of which one thousand "Imperial Ticklers" were sold. A picture of the window is shown herewith.

This display was put in by Harry Shaffer, manager of

Harry Shaffer.

the George E. Cole Company, who lays no claim to being an artist in window decoration. Indeed, he modestly disclaims any credit because all he had to do with it, he says, was merely suggestion.

Successful Display of "Imperial Ticklers."

Mr. Shaffer has been getting "results" ever since he started in business. He has made a good record, and while making that record in the business he made another one in the number of friends he attracted. If he ever had an enemy, not a man alive ever heard about it.

The Telescribe in Use for Recording Both Sides of a Telephone Conversation.

The Edison Telescribe.

The newest Edison invention—the Telescribe—is one of the most remarkable and interesting of the many creations of the inventor's wonderful mind. "Telescribe" is literally "to write from afar."

The device consists of an amplifier for convenient desk use with controlling buttons to operate a magnetic recording machine, placed on a floor pedestal nearby.

With this electrical arrangement we are able to magnify the voice, so that dictation may be performed away from the small amplifier horn at conversational distance; or, without delay, we may record both sides of any telephone talk we may select by lifting the horn (hinged for the purpose) resting the telephone receiver in its place and listening through a small receiver attached to the amplifier. (This avoids objectionable use of the telephone company's property either physically or electrically.)

To appreciate clearly the improvements in the Telescribe, we have only to form a picture of a more sensitive recording instrument, adjusted to receive the same impressions of sound as the human ear. The comparatively faint vibrations through a telephone are now for the first time transferred to a record or, in dictating, where we formerly held our lips inside a tube to obtain a sufficient volume of sound, we may now speak with even less physical force at a considerable distance from the amplifying device, with freedom approaching human conditions.

The Telescribe in Use for Dictating.

The recording of both sides of our telephone talk is so desirable that the Telescribe will naturally be adopted by many for its universal ability to record all three means of distant communication—letters, telegrams (by 'phone), and telephone messages. Science will now project our spoken words into writing.

The record of telephone talk is only the technical portion of Edison's invention. He has completed it with a definite commercial system of use that insures its propriety and profit in business. This system consists in typing a Telescript from the record, with copies for both speakers, for the mutual prevention of misunderstandings. Edison distinctly wishes to dispel the mistaken idea that a secret record held for evidence will prove of more value in business than the routine confirmation by typewritten Telescript, which supplies a sufficient reference to release the wax record except in instances of great importance. Edison provides an approved Telescript form for general use, similar to a telegraph blank. This form is a key to the practical use of the Telescribe, because it conveys the inoffensive idea of routine to the other party, serves for correspondence, and being unique, draws attention once more to the subject matter.

The typewritten Telescript will be used to great ad-

TELEPHONE TALK RECORDED ON THE TELESCRIBE

Telescript

COLUMBER NO. 175 SPACE NO. 5 TIME 20 TYPED BY

DATE Mar. 30 1915 BEGIN 10 MIN 35 SPEAKING MIN

FROM: W. Wright PLACE Orange N.J. TO: Mr. Grey PLACE East Orange N.J.

FIRM Thomas A. Edison Inc. FIRM Chas. Grey Mfg. Co.

Subject: Motor Cases.

Mr. W: Then I understand Mr. Grey, if we approve the samples from your dies today we can expect deliveries within two weeks? Mr. G: That's sure, if I can get your order for at least five thousand (5,000). Mr. W: The order for 5,000 goes tonight with the approved samples, but I've got to know we will get the first cases by April 15th, delivered 500 a week after that. Mr. G: You get me the approved samples with the order, and I'll do my part. Mr. W: Say, Grey, I want you to note the change we made in the top lugs----we've made them a little heavier. Don't forget to change your dies before you commence the run. Mr. G: That will be all right.

Approved W. J. Wright Production Mgr.

The Telescript—A Reduced Facsimile.

vantage in routine as well as in more important business; employes will refer carbons to superiors for information and as proof of prompt execution of instructions; errors will be avoided when the record is typed for our approval and the original mailed to the other party for further check; particularly important business, previously transacted in writing, will now be hastened by 'phone with a confirming Telescript filed and mailed; and, by a direct saving in the time of dictating letters of confirmation, the Telescript will insure a definite financial return.

The two arts of telephony and phonography, which the Telescribe combines, have been closely associated in Edison's mind from the earliest development. His experience with diaphragm action in the carbon transmitter in 1876 led immediately to the invention of the phonograph in 1877, and we find his early prophecy of the Telescribe in these words:

"Among the many uses to which the phonograph will be applied are the following: Letter writing, and all kinds of dictation without the aid of a stenographer; connection with the telephone, so as to make that invention an auxiliary in the transmission of permanent and valuable records, instead of being the recipient of momentary and fleeting communication." (Article by Edison in the North American Review, 1878.)

James P. Sharpe.

Sharpe Opens First Safe-Cabinet Direct Agency.

J. P. Sharpe, who is widely known in the office appliances industry, has been made manager of the first direct branch office of The Safe-Cabinet Company of Marietta, Ohio. Mr. Sharpe has established his office at Suite 537-539 McCormick building, Chicago, and now has everything in readiness for business.

Mr. Sharpe recently resigned his position as Chicago branch manager of the Ensign Manufacturing Company, of Boston, Mass., to take up this new position with The Safe-Cabinet Company. Previous to his connection with the Ensign people, Mr. Sharpe spent two and a half years with the Annual Business Show Company, and before that was in publication work as the representative of business publications in this field.

Mr. Sharpe was born in Haverhill, Sussex, England, and came to Canada with his parents when twelve years old. He was educated in Canada, where he studied law and took up the stock brokerage business for a time before coming to the United States.

E. J. Hollenbeck, Efficiency Engineer, The Safe-Cabinet Co.

About January 1, 1915, The Safe-Cabinet Company began to overhaul its business to determine what, if any, changes were necessary in the selling plans of the company. After thorough discussion and examination of the subject by the directing heads of the company and efficiency engineers who were called in conference, it was decided to inaugurate direct branch offices in the larger centers, with a view to increasing the business by a more direct, vigorous and energetic method. Accordingly it was determined to open the first branch office in Chicago, and W. J. Hollenbeck, a director of The Safe-Cabinet Company and efficiency engineer, came to Chicago to superintend the opening of the new branch. Branches will be established in other cities from time to time.

Mr. Hollenbeck, although a young man, has had an extensive experience in business efficiency work. He was born in Chicago in 1887. Here he received his education and got his early business training with the Link Belt Company under C. I. Drake, managing engineer, and Charles Piez. He left that company about two years ago and connected himself with Ernst & Ernst, public accountants and systematizers, with whom he did an extensive and varied line of work, spending, during the time of his employment, six months in the office of one of their clients, The Safe-Cabinet Company, in systematizing that business. He was so successful that The Safe-Cabinet Company made him an offer which he accepted on February 1, becoming a director of the company and efficiency engineer of the organization.

It gives us pleasure to present likenesses of Mr. Sharpe and Mr. Hollenbeck herewith.

San Francisco Dealers Object to Pending Legislation.

The Typewriter and Supplies Association of San Francisco has responded to a call from other trade organizations of the city to use its influence in defeating certain measures pending in the present legislature, which if enacted would work a great hardship upon firms in all lines of business selling to any extent on the installment basis. An organized campaign against the bills in question is being conducted by furniture, automobile, piano, typewriter and other interests which would be seriously affected. The movement is under the auspices of the retail trade committee of the San Francisco Chamber of Commerce, and the same interests are about to form a permanent organization for the purpose of working together for the betterment of conditions having a general bearing on the installment business. A preliminary meeting was held a few days ago, at which Leo E. Alexander represented the typewriter association, and arrangements were made for holding another meeting a week later for formal organization. One of the first objects of the new organization will be to draft a form of contract to be used by all houses which will meet the approval of both merchants and customers and thus forestall a certain amount of the proposed legislation that comes up most every year. One of the bills now under consideration provides for a public recording of all installment transactions, and another reads as follows:

No. 1677. Every contract whereby a secret lien is created on personal property, is to that extent void. Every contract by which the seller of personal property reserves or retains title after delivery, until the purchase price thereof wholly or in part shall have been paid, is deemed to create a secret lien and is, to that extent void. Every contract or hire or rental of personal property whereby the sum or sums to be paid for such hire or rental are ultimately to be taken or treated as purchase money for any personal property delivered under such contract, shall be taken and deemed a contract of sale,

and title to said property will pass with delivery thereof.

Every shift, artifice, or device whereby any of the provisions of this section is sought or intended to be evaded, shall be null and void.

Demonstrating Art Metal in Buffalo.

The picture which is shown in this column presents a view of a portion of the interior of the Adams and White Company's store at 94-96 Pearl street, Buffalo, N. Y., on the occasion of a recent demonstration of art metal goods in that store. The Adams & White Company are agents

E. D. Lines and Gail Murphy of the Art Metal Construction Company Conducting a Store Meeting at the Establishment of Adams & White Co., Buffalo, N. Y.

for the Art Metal Construction Company at Buffalo, and have a large and well appointed store with ample room for the display of goods. The gentleman leaning forward in the center of the picture demonstrating one of the Art Metal Cabinets is E. D. Lines of the Art Metal Construction Company. The gentleman on the extreme right of the picture is Gail Murphy, advertising manager of the Art Metal Construction Company. The other gentlemen in the group are connected with the Adams & White Company.

J. Herbert White, as well as other members of the Adams & White Company, believes that salesmen are made, not born. He takes the young men in his employ and puts them through a regular course of training. Every man in the store is taught how to greet customers, how to interest them, and how to sell Adams & White service. "We believe," said Mr. White, "that there is as good an opportunity in the organization for young men as in any other place in the city, and we encourage our boys to do their best, and offer incentives in the way of promotion to those who make good."

The picture referred to and here shown relates to a recent store meeting, to which supervisor of agencies, E. D. Lines, and Gail Murphy, advertising manager, of the Art Metal Construction Company, were asked to come up from the Art Metal factory and assist. The meeting opened at 7:30 p. m., with sixteen men present. Mr. Lines gave a talk on the Art Metal goods, demonstrating the "700" line and bringing out the following points: The Amco suspension; the efficient compressor; the automatic lock; the ease of removing and replacing drawers; Art Metal standardization and long line; freedom from dirt and dampness; fire resistance; rigidity, spot welding, mechanical features; fineness of finish.

The speaker next took his audience through the Art Metal catalogue, explaining each line as to its use and with what combinations it might be worked. He also showed the men how to find any section quickly in the catalogue. Mr. Lines next demonstrated the Art Metal Safe, bringing out its many points of interest.

Mr. Murphy gave a talk on Art Metal advertising and how to use it; how to follow up inquiries from office efficiency and bank work, and how to get help from the advertising department of the Art Metal Construction Company.

The meeting concluded with a talk on salesmanship by Mr. White, who brought out the advantages of knowing the goods and telling what the goods will do, not simply selling a file or a ledger. Throughout the meeting the men asked many questions and threw out suggestions of their own, proving that everyone was interested and getting the benefit of the meeting.

The store of the Adams & White Company is a most attractive place. In the center is a raised platform as large as a good-sized private office. This is surrounded by brass rails and contains a complete line of Art Metal furniture—roll top and flat top desk, vault truck, filing cabinets for letters, cards, documents, roller shelf cases, etc., and an Art Metal safe. These are all attractively arranged so that the customer may walk around and inspect them at his ease. At the front of the store is an Amco safe Model No. 1, just inside the door.

The show windows at the front of the store are always attractively dressed and are among the best advertising features of the store.

Gemmill in New Work.

E. H. Gemmill, for four years with the sales department of the B. F. Goodrich Company of Akron, Ohio, and previous to that time for eleven years with the sales organization of the Oliver Typewriter Company has resigned his position with the Goodrich people, his resignation having taken effect on March 31.

Mr. Gemmill on April 1 became sales manager of the Century Rubber Works at 1346 Rawson street, Chicago. This company turns out rubber goods of all kinds, and is

E. H. Gemmill.

now going into rubber products for the office appliances trade, with the idea of specializing somewhat on this class of goods. While Mr. Gemmill will have charge of the sales end of the entire business, he will naturally, nevertheless, pay special attention to the office appliances end of the business. As soon as he gets his office organized he will go out into the field personally and meet the trade, to whom he has long been a welcome visitor.

In developing a department for office appliances manu-

facturers, Mr. Gemmill has laid out a plan of service which will result in many conveniences to the trade.

Mr. Gemmill has made a study of the typewriter platen business and has himself developed some special products in this line. He will soon announce something that will be of much interest to the typewriter trade.

The company with whom Mr. Gemmill is now associated has been for several years in the field, having started out in the manufacture of automobile tire accessories. The company has fine facilities for manufacturing all classes of rubber goods.

Blackmore Takes New Position.

Readers of this magazine will no doubt be surprised that M. O. Blackmore, for eleven years advertising manager of the Inland Printer, and also advertising manager of the

M. O. Blackmore.

Inland Stationer and Business Equipment Journal since its inception, has resigned his position, his resignation becoming effective March 31. Mr. Blackmore is now connected with the Stevens-Davis Company, at 638 Federal street, Chicago, and will handle direct advertising and general publicity service for that company. In addition he will represent a few select, high class trade journals.

Mr. Blackmore was also the founder of the Trade Press Service Bureau, a national co-operative organization of influential business publications for rendering a specialized service. The Bureau comprises thirty national trade journals, with general offices at 537 So. Dearborn street.

Mr. Blackmore is one of the best known men in the printing trade, and has been an energetic advocate of the advantages of advertising for more than a decade. He is a genial, forceful man, who thoroughly understands the possibilities of the new proposition which he is taking up. His success is assured.

Crisis Threatened in Dyestuffs.

The promulgation of Great Britain's Order in Council and the confirmation of Germany's provisional prohibition of the exportation of dyestuffs, has brought about some alarm among those who require German dyes and colors in their factories. It is hoped that the American government will be able to make some arrangement with the warring powers whereby dyestuffs can be exported from Germany in sufficient quantities. One big German concern has advised that no more colors will be allowed to come out of Germany until it has been made clear that they will not be seized and confiscated by the allies. The dyestuff interests have forwarded protests to Washington against the British Order in Council.

Mailometer First in Mailing Machine Field.

E. B. Terry, Chicago manager of the Mailometer Company, recently called our attention to an oversight in the January number of Office Appliances. In the article on "Ten Years in the Office Appliance Industry," mention was inadvertently omitted of the Mailometer machine, which was the pioneer machine in the line. Mr. Terry says that as a matter of fact the Chicago branch, which was the first branch office which marketed the Mailometer machine, is now in its seventh year. Incidentally he mentioned one of the first Mailometer machines sold early in 1908. It is interesting to note that this machine is still in use and is handling 120,000 pieces of mail monthly for Marshall Field & Company's wholesale house.

Some Good Pictorial Work.

C. E. Conarroe, with the house of Carroll, Brough & Robinson, Oklahoma City, Okla., sends us a reproduction of the picture published in the March Office Appliances, entitled "The Other Fellow's Grass Is Always Sweetest." This reproduction was done by the company's stenographer on an Underwood duplicating machine. It is very cleverly executed and it is quite evident that the Carroll, Brough & Robinson Company has an embryo artist in its employ.

New Scrap Books in Weis Lines.

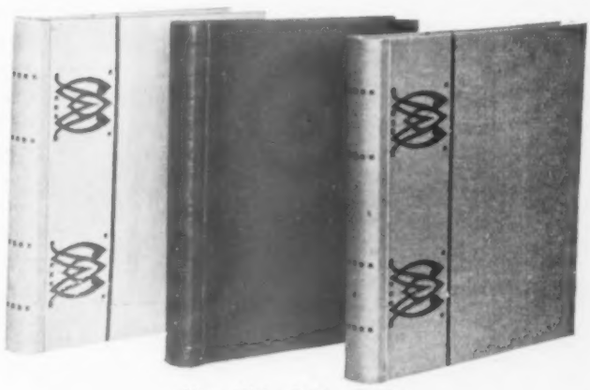
The accompanying illustration shows three scrap books recently added to the Weis lines, these being made like others in their line, except that the words "Scrap Book" are omitted from sides and back as they now appear on some of their stock numbers.

A light grey bancroft cloth, handsomely stamped in brown, is used on the book shown first—this containing 100 leaves of medium grey paper.

The book shown in the center has black embossed cloth sides and red Russia leather back and corners.

The book at the right is bound in green vellum de luxe with black stamping.

These are three popular additions to the Weis scrap



New Weis Scrap Books.

book lines. Further particulars may be obtained from The Weis Manufacturing Company, 162 Union Street, Monroe, Mich.

Meilink Company Takes Big Contract.

The Meilink Manufacturing Company, Toledo, Ohio, recently closed a contract to equip the offices throughout the Lumber Exchange building of Chicago, with the Meilink filing safes. This makes the fifth large office building in Chicago equipped with Meilink filing safes within recent times—the others are the Conway building, Marshall Field Annex, Merchants Loan & Trust building and the McCormick building.

New York Stationers Dine.

The Stationers' Association of New York held its regular monthly meeting and dinner at the Arkwright Club Monday evening, March 15. A good attendance was present. The guests included Frank W. Bailey, president of the Boston Stationers' Association; Millington Lockwood, president of the Buffalo Stationers' Association, and Samuel Ward, of the Samuel Ward Manufacturing Company, Boston.

At the conclusion of the dinner President Rogers called the meeting to order. After the routine business Vice-President Mortimer W. Byers read a report regarding the trip to the national convention, September next, at San Francisco. If 125 persons can be guaranteed a special train of compartment cars can be obtained for the trip west. In the event that there are not enough to secure a special train, delegates may have the choice of a trip over the Canadian Pacific or over a direct route. The price from New York to San Francisco and return by way of the Canadian Pacific is $123.80; by direct route, $98.80.

Two concerns, the American News Company and the Raynor-Perkins Envelope Company, applied for membership.

E. V. Brokaw, chairman of the Paper Committee, reported progress. The committee had sent out lists of recommendations and had received a number of replies.

Appropriate resolutions were adopted on the death of Simon Brentano, and it was directed that a copy of the resolutions be forwarded to the family of the deceased.

The guests of the evening made a few remarks, and after an announcement by the president, who said that the next meeting would be the annual meeting for the election of five directors, the association adjourned.

Baltimore Stationers Meet.

The monthly meeting of the Baltimore Stationers' Association was held on March 16. A very good attendance of members was present. The membership is enthusiastic in its support of the association and association ideas. At the last meeting none but routine business was transacted.

Toledo Stationers Dine.

The Stationers' Club of Toledo held its annual dinner and get-together meeting at the Boody House in Toledo on Tuesday evening, March 2. The meeting was attended by all of the forty-eight members of the club. Following a most enjoyable meal several interesting entertainment features were staged, including half hour of legerdemain by A. P. Sall. After this Grove Patterson, managing editor of the Toledo Blade, gave an interesting address on war and war news, bringing out the five phases of the war since the beginning in a manner that was both instructive and interesting.

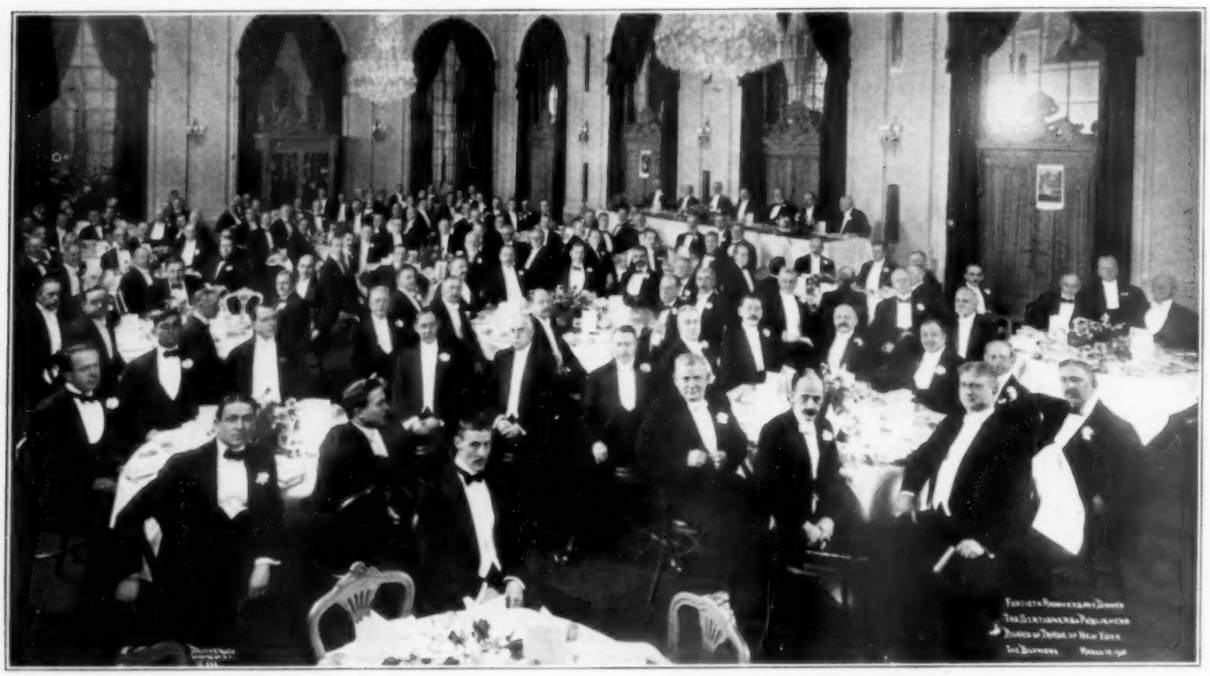
The officers of the club for the ensuing year are as follows: Louis B. Busse of the Franklin Printing & Engraving Company, president; L. E. Barnes of The Blade Printing & Paper Company, vice-president; J. G. Stephens of the Wendt & Rausch Company, treasurer; Joseph Leroux of the Franklin Printing & Engraving Company, corresponding secretary; Frank E. Lang of the McManus Troup Company, recording secretary.

The executive committee of the club includes the foregoing officers and N. B. Newton of the Newell B. Newton Company, Frank Palmer of the Brown, Eager & Hull Company, and D. E. Hand of the B. F. Wade & Sons Company.

Philadelphia Stationers Meet.

At a meeting of the Philadelphia Stationers' Association, held at the Bellevue-Stratford hotel on March 11, the members assembled to hear two lectures of a series which the association is giving, one by W. G. Stringer, manager of the Philadelphia branch of the Joseph Dixon Crucible Company, and the other by W. D. Roland, manager of the Standard Index Card Company of Philadelphia. The meeting was a great success, and other meetings will be held by the association as long as speakers for the purpose can be obtained. The idea was thought out to promote the better development of the younger salesmen.

A mule makes no headway while he is kicking; neither does a man.—Brains and Ink.



Fortieth Annual Dinner, Stationers' and Publishers' Board of Trade, Hotel Biltmore, New York, March 13, 1915.

Graff Co. Exhibit at San Francisco.

The George B. Graff Company of Boston is one of the concerns which has emphasized its enterprise by installing a complete and most interesting exhibit of its goods at the San Francisco exposition.

In the center of this exhibit is a large golden sun with rays extending in all directions. Across the center of the sun the words "Graffco Products" are printed, and hanging from a golden chain beneath the sun is a little sign reading "Lighten Office Cares." Surrounding this sun are four panels, the background of which is black velvet. On these panels are good displays of the company's various products. In the upper right-hand corner the Vise signals are shown in all twelve colors, both plain and printed, together with the cards showing how they are used in cabinets. The upper left-hand panel displays a new Vise index tab in the various sizes, both plain and

Wall Display of Geo. B. Graff Co. at Panama-Pacific Exposition.

printed. The two top lines of the signals read "Make Your Own Indexes." In the two lower panels are displays of Vise paper clips in all sizes and styles, and also Graffco silver steel pens in the various styles and designs in which they are made. Across the bottom of the exhibit are the Graff company's Steeltye envelopes filled with papers, showing just how they work in general use.

Filing Devices at the San Diego Exposition.

The Shaw-Walker Company, Muskegon, Mich., and the Safe-Cabinet Company, Marietta, Ohio, have a combined exhibit at the Panama-California Exposition, San Diego. The exhibit, in the Commerce and Industries building, is most comprehensive and shows off to excellent advantage the Shaw-Walker line of steel filing equipment, constructed along entirely new lines, combining many new and striking advantages. Safe-Cabinets are also exhibited in different sizes, as well as many up-to-date systems of vital interest to progressive business men.

Several innovations recently introduced by Shaw-Walker are being demonstrated at this exhibit. Among others is their new and improved signal lock for steel uprights; their new expanding card indexes, an improved sectional

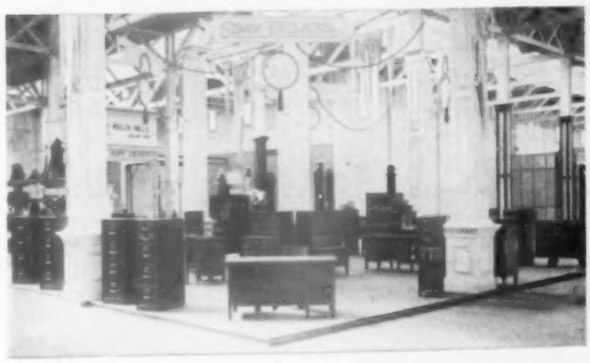


Exhibit of the Shaw-Walker Co. at the San Diego Exposition.

"Indexer's Desk," and a number of simplified systems for varied filing purposes.

This is one of the most representative exhibits of filing devices ever brought together at a national exposition and it is a great credit to the Shaw-Walker Company, also to the Safe-Cabinet Company, of Marietta, Ohio, who have combined to make this excellent display of modern filing equipment and of light-walled, fireproof safes.

The Shaw-Walker Company extends to its friends an invitation to make the Shaw-Walker exhibits their base of operations while attending the fairs on the Pacific Coast this season. They are represented by extensive displays of Indestructum steel files, wood files and supplies at both San Francisco and San Diego.

The illustration shows the display at San Diego in the Commerce and Industry Building, section 1, aisles 2, 3 and 5. Ament & Cornell are the Shaw-Walker representatives at San Diego.

Exposition Notes.

San Francisco, Cal., March 23, 1915.

The Eberhard Faber display in the Varied Industries building occupies a large corner booth on the central aisle in the same block with the exhibit of Eaton, Crane & Pike Company. In the outside corner stand a tall stump of southern red cedar, showing the wood used in

Exhibit of Burroughs Adding Machine Co. at Panama-Pacific Exposition. Manager W. W. Cooley in Lower Right Hand Corner.

making pencils; while the central feature is a large show case in pyramid form, in which is shown the full line of Eberhard Faber pencils, rubber bands and erasers. On

the table near the wall is a large ball of crude rubber; and in several wall cases are shown the various steps in the manufacture of the various kinds of pencils, of gray and ruby rubber bands and of Cabinet, Ruby, Emerald and Union erasers. The Rice Leaders of World insignia is prominently displayed in the booth.

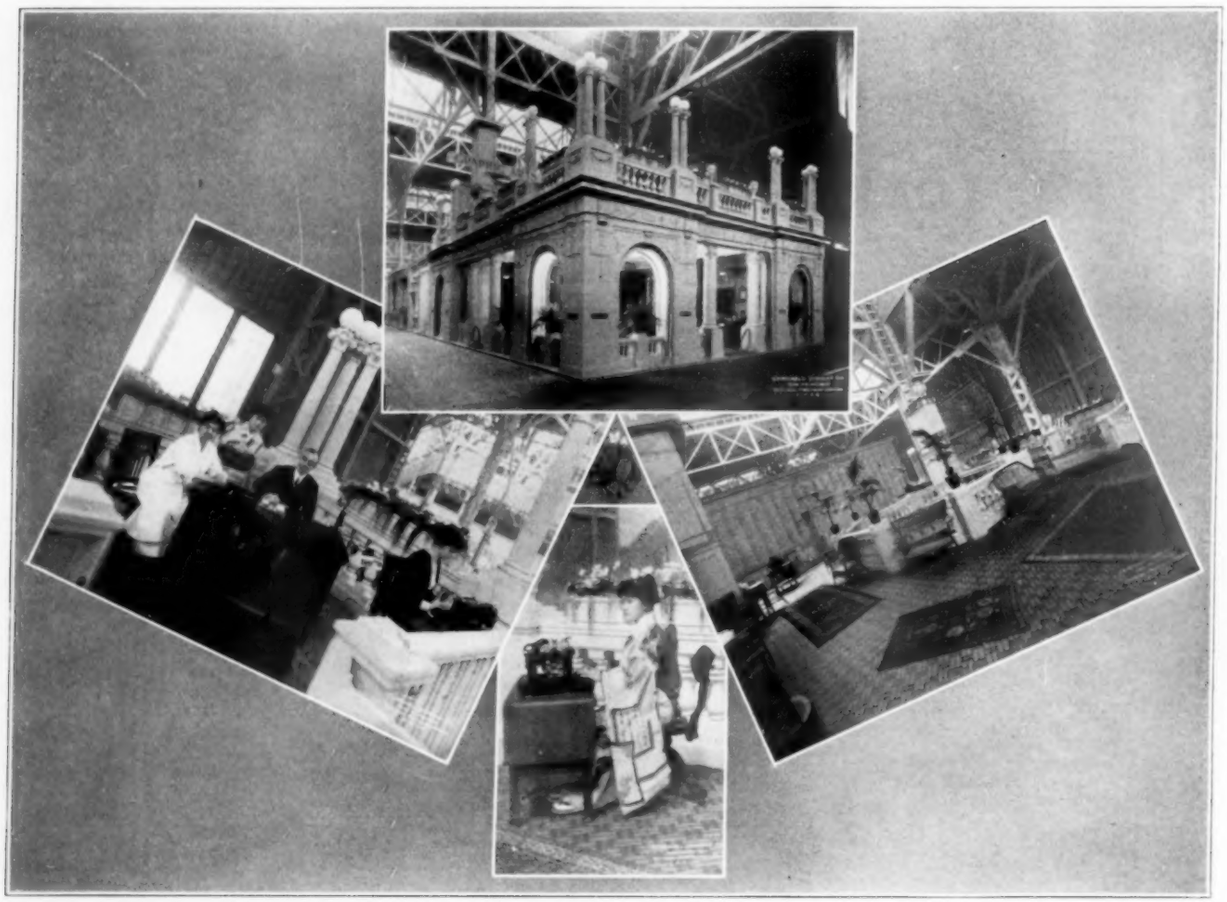
* * *

The exhibit of the Marchant Calculating Machine Company of Oakland, Cal., occupies a prominent position at the corner of Avenue B and Seventh street in the Palace of Liberal Arts. The booth is of unique design, arranged and furnished on a plan to suggest a country school room with blackboard in front of a row of benches. The idea is faithfully carried out with the exception that the benches are upholstered to insure greater comfort to the visitors. The use of the blackboard has attracted much attention to the demonstrations given by R. H. Marchant, president of the company, who spends part of each day at the booth. The three models of Marchant machines are shown, two of which have been on the market for four or five years and are fairly well known to the trade, and a new motor-driven machine, which has just reached the perfected form. These machines are used primarily for multiplying and dividing, the results being automatically proven, and their use in prorating, statistical work and other computations is shown to be manifold. As shown by the demonstrators, millions can be multiplied by millions on the motor driven machine in 10 seconds, and millions can be divided by millions, carried out to seven decimals in 20 seconds.

The Dalton Adding Machine Company has an exhibit in the Palace of Liberal Arts. Its booth is located just inside one of the entrances from the south gardens where people are passing continuously. The display includes a complete line of Dalton machines as far as they represent different models, and for demonstration purposes one machine is shown with the cover off so the complete operation of all its parts can be seen. Special attention is being called to the cut-off motor which is one of the latest improvements of the Dalton products. This motor cuts off automatically one minute and twenty seconds after the last figure is pressed. Special feature is also being made of the machine equipped with multiple cipher key. The exhibit is under the supervision of W. W. Erskine, Pacific Coast representative of the company.

* * *

The booth of the Felt & Tarrant Manufacturing Company of Chicago in the Palace of Liberal Arts is distinctive in several respects. It is one of the few in the building that are of permanent construction, and its color scheme of rich mahogany and pearl gray, makes it stand out prominently among the neighboring white and cream colored structures. It was constructed in Chicago and shipped here, the parts being glued together without the use of nails. The posts and panels are of solid mahogany, and the furniture was specially constructed to match. Here are shown the different models of the Comptometer. C. S. Bominy, San Francisco representative of the firm, is in charge of the exhibit, assisted by two expert demonstrators. J. C. Nevins, general sales manager



Top picture—Remington Typewriter Booth in the Liberal Arts Building, San Francisco Exposition. Left hand picture—Office of Paul R. Mahoney, Manager of Remington Exhibit in One Corner of Roof Garden, Showing Mr. Mahoney at Desk; at His Right is Mrs. E. A. Kennedy, Superintendent of Employment Department, Hostess at the Booth; Standing, Miss Tengi Katahara, Japanese Stenographer. Right hand picture—Roof Garden of the Remington Booth. Bottom picture—Miss Tengi Katahara, Japanese Stenographer, Who is One of the Attractions at the Remington Booth.

at Chicago, is expected here shortly to spend some little time at the exposition.

* * *

The H. S. Crocker Company of San Francisco is making a collective exhibit in the Palace of Liberal Arts of various office appliances, for which it has the local agency. Among the lines shown are the different models of the Addressograph, the Edison Dick mimeographs, the Thexton envelope sealer, Beck duplicator, Ries envelope opener and the Bates numbering machine. The exhibit is in charge of C. E. Peacock, assisted by Julius Fowler and a number of operators for the different machines.

* * *

The exhibit of the Underwood Typewriter Company, which is one of the most elaborate in the Palace of Liberal Arts, was delayed in transit, but is nearing completion now. This company has taken the largest space of any concern in the building, and the feature of the display will be the huge typewriter constructed specially for the occasion, a photograph of which was shown in the February number of Office Appliances.

* * *

The exhibitors of the Liberal Arts building, in which most of the exhibits of office equipment are located, have organized the Progress Club, the object of which is to promote friendly feeling and good fellowship among the inhabitants of the building. Club rooms are being fitted up for the convenience of the members, and regular meetings will be held for the discussion of matters of general interest.

Tatum Company New York Branch in New Location.

After being located since 1907 at No. 180 Fulton street, New York City, and for several years previous to that at No. 174 Fulton street, The Samuel C. Tatum Company have found it necessary because of their increasing business at the New York branch and the establishment of a branch factory there, to secure more commodious quarters and they have recently closed a long lease for new quarters at 54-60 Lafayette street, where they will be located on and after the middle of April.

The new location is in the heart of the new civic center and also in the heart of one of the best business sections in the city and they will have for their neighbors many other firms in lines similar to their own.

Robert C. Macke, manager of the New York branch, will be pleased to renew acquaintances at the new location.

Stanger Joins Stromberg Electric Co.

Wesley A. Stanger, who for some time managed the Chicago office of the Royal Typewriter Company and more recently was in charge of the Chicago office of the Pence Mailing Machine Company, has been made vice-president of the Stromberg Electric Company of Chicago and placed in charge of the sales end of the business.

The Stromberg Electric Company, whose general offices are at 606 South Michigan avenue, and whose factory is at 223-233 West Erie street, specializes upon valuable electrically controlled apparatus for time recording, cost keeping and synchronized time systems.

Hotel Rates Same as Usual.

Ernest Dalton, a ribbon and carbon man of San Francisco, visited Office Appliances not long ago and gave some interesting descriptions of the Exposition. Mr. Dalton tells us that the hotels at San Francisco have not raised their rates nor is there any intention to do so. They are taking care of everyone who comes and doing it nicely.

H. B. MacAlpine, New Vice-President, Annual Business Show Company.

MacAlpine Vice-President of Business Show.

H. B. MacAlpine, for the last two and a half years supervisor of branches for the Royal Typewriter Company, has become vice-president of the Annual Business Show Company, and henceforth will devote his entire time to the duties of his new office. We congratulate both the Annual Business Show Company and Mr. MacAlpine for getting together, and we believe that this new connection is a good one in every respect.

Mr. MacAlpine is a big, cheery man, with a world of tact and practical good sense. He is a sympathetic listener and a forceful talker, and, withal, a whole-souled, cordial man who radiates health and optimism.

Mr. MacAlpine is not wholly unacquainted with business shows, having had a short experience in this field a number of years ago when conditions were less auspicious for such enterprises.

The policy of the Annual Business Show Company will remain the same, but the company expects with the assistance of the new vice-president to increase the usefulness of the show alike to manufacturers and to buyers of office appliances. Mr. MacAlpine sees great possibilities in the future of the business show. He believes firmly in the business show idea, and for these reasons he accepted the proposition to become associated with the enterprise. He did his first work in his new office in connection with the Boston show. His long business experience will be of much value to the business show.

Meilink Company Busy.

The Meilink Manufacturing Company of Toledo, Ohio, reports that it has more business now than ever before in the history of the company. Some of the departments of the factory are working overtime. The Meilink Company are manufacturers of an exceptionally fine line of metal goods, and the Meilink safes are famous all over the country.

An Attractive Exhibit.

On March 8 the third annual American Woman's Exposition was held in Cleveland. At this exposition The R. E. Eberwine Company, selling agents for Panama brand typewriter ribbons and carbon paper, presented an attractive exhibit. The exposition was generally devoted

Booth of R. E. Eberwine Co. at Household Show at Cleveland, Exhibiting Panama Carbons and Ribbons.

to everything pertaining to the home and to women's interests. Hence the exhibit of The Eberwine Company was very distinctive and lined up a large amount of actual business, since many business men attended the exposition with their wives and many women stenographers were attracted to it.

The personnel of The R. E. Eberwine Company consists of R. E. Eberwine, P. R. Long and J. M. Hirsch, all of whom are hustling business-getters for typewriter ribbons and carbon papers. Their display was attractive and produced results which more than repaid the cost and effort involved.

Remington Takes New Offices in San Francisco.

So much interest is centering just now in San Francisco's wonderful exposition that the activities of her permanent industries are apt to be overlooked. We have previously referred briefly to the removal of the Remington typewriter branch office here to new quarters

The spaciousness and convenience of location and lay out of these new offices make it easy to imagine the all around efficiency and general excellence of the service, shipping, mechanical and other departments of this record-breaking branch of the Remington Typewriter Company.

The sales staff is too much on the jump to make it possible to secure a photograph of them, but some of the members of the office force were induced to pose for the accompanying picture. They are: Standing (left to right), Miss Schroder, Miss Wall, Miss Vaisserie, Mr. Jansen, Miss Ledford, Miss Patterson and Miss Raabe. Sitting (left to right), Mrs. Walsh, Miss Farina, Miss Yonge, Mr. Garrod, Miss Hofen, Miss Crusoe and Mrs. Whallon.

Royal Salesman Makes Good at Raleigh.

E. C. Pittard, the capable salesman in charge of the typewriter department of the wideawake Royal typewriter dealers at Raleigh, N. C., the H. S. Storr Company, has proved that Emerson was right when he counseled "Be careful of the thing you have set your heart on, for it surely shall be yours." While some salesmen were so preoccupied with thoughts of war, the cotton crop and a passing business depression, that they left little room for constructive thoughts of business and success, Pittard ignored war and cotton and stayed on the job with a cheerful mind, an optimistic smile and his sample Royal.

He knew that he had a good typewriter to sell and that he would get business if he kept after it. The results were that he gathered in, recently, by his own personal efforts, during one month, twenty-six orders for Royals, and joined the Royal Machine-a-Day Club.

Pittard knows that success is largely the result of a mental attitude, so he keeps his mind set on success. He knows that doubt, worry and pessimism are the mental rust which eats into salesmen's efficiency, and that they should be assiduously kept out of the mental dynamo of him who would succeed.

Window Display Attracts Attention.

The picture shown on page 91 is reproduced from a photograph of the crowd of people assembled in front of the windows of Wm. Murphy's Sons Company in Philadelphia, during a recent display of Rush Erasers and the special Rush Eraser window device which has already been described in Office Appliances. This little device is always sure to attract the attention of crowds of people, since it is very difficult to figure out by what means the mechanical toys are made to move about on the polished

Part of Remington Office Force at San Francisco.

Rush-Eraser Display in Window of Wm. F. Murphy's Sons Co., Philadelphia.

glass surface. This is known as the "Magic Window Display," and it holds the attention of passersby and draws their minds inevitably to the goods which are advertised. The mystery which surrounds the operation of the toys on the glass disc sometimes produces arguments among the spectators and results occasionally in their entrance to the store in order to have the question of its operation settled by the proprietor.

In connection with the window display Rush Erasers are also well displayed in the store, so that the results are beneficial to merchants. Many stationers believe that this display is worth considerable money from its tendency to increase general business. Those who have used the display include such well known concerns as W. J. Kennedy Stationery Company, S. G. Adams Stamp & Seal Company, of St. Louis; Thorp & Martin Company, W. M. L. MacAdams, Adams, Cushing & Foster, and George E. Damon Company, of Boston; Herbert R. Mann, of Troy, N. Y.; R. E. Prendergast, of Scranton, Pa.; Omaha Printing Company, of Omaha, Neb.; Kirtland-Wyckoff Company, of Syracuse; William Murphy & Sons, the William Mann Company, the James Hogan Company, Ltd., and William H. Hoskins Company, of Philadelphia; Lucas Brothers of Baltimore, A. W. McCloy Company of Pittsburgh, and others.

The Rush Eraser Company has recently invested considerable more money in these displays in an effort to take care of the demand for them by dealers throughout the country. A number of new machines are being put out at the present time.

A New Line of Thumb Tacks.

Hampden Hoge, of 108 Fulton street, New York City, is marketing thumb tacks in the German one-piece style, which are made in the United States. The illustration shows the different sizes of these thumb tacks. Heretofore all such goods have come from Germany. They

Different Sizes of Thumb Tacks Marketed by Hampden Hoge.

were not made in this country on account of the cheapness of the German thumb tacks, the cost of manufacture in this country being prohibitive. Mr. Hoge says, however, that he has succeeded in getting these thumb tacks made in quality to equal the German thumb tacks and as cheap as those made abroad. This is no small achievement, for even in normal times it required from four to six months to get an order for thumb tacks from Germany to the United States. Now, with spot goods and equal prices Mr. Hoge believes there is no reason to send orders out of the country for this line of goods. These thumb tacks are stamped "American Made," and come in four sizes, packed one hundred in a slide box. Mr. Hoge will quote prices on application.

Tatum Company Elects New President.

At the annual meting of The Samuel C. Tatum Company, Cincinnati, O., on Tuesday, March 30th, Joel C. Clore, formerly vice-president of the company, was elected president. O. J. Timberman, formerly secretary and general manager, is now vice-president and general manager, and Wm. H. Hagedorn, formerly treasurer, is now secetary-treasurer. Mr. Hilles, who for many years past has been at the head of the Tatum company and active in its affairs, has retired from the active management and is now chairman of the board of directors, which will enable him to keep in close touch with all matters of business in connection with the company's affairs.

The new president, Joel C. Clore, is an attorney by profession and is well known and closely identified with the

Joel C. Clore, New President of The Sam'l C. Tatum Co., Cincinnati.

civic and political affairs of Cincinnati, having been for several years active in connection with the fall festivals and also president of the charter commission, which drafted a new charter for the city in 1914. His name has been prominently mentioned on several occasions in connection with the mayoralty. He is a director and officer in a number of business corporations and is also director and vice-president of the Ohio State Life Insurance Company, which has its head office at Columbus, Ohio. He is also prominent in Masonic affairs, having been a thirty-third degree Mason since 1905, Commander in Chief of the Scottish Rite at Cincinnati for five years, Potentate of the Syrian Temple for two years and at present Senior Grand Warden of the Grand Lodge of Ohio and in line for the office of Grand Master.

It is not the intention of Mr. Clore to take an active part in the management of the Tatum company, as Mr. Timberman, who has been in active charge for the past year, will continue in the position of general manager and in addition has been promoted to the vice-presidency, succeeding Mr. Clore.

A Press for Handling Office Waste.

The Handy Press, the popular paper and waste baler, is now manufactured by the Grand Rapids Salvage Company, which is successor to the Handy Press Company. The Grand Rapids Salvage Company is a consolidation of the Handy Press Company and the Grand Rapids Rag & Metal Company. The headquarters of the concern are now at 21-23 Market avenue, S. W., Grand Rapids, Michigan.

The Handy Press, a picture of which appears in this column, is a useful device for baling waste paper which accumulates in large offices and factories. This ingenious and useful device has enjoyed a good demand ever since it was first introduced. Its features of usefulness are evident and susceptible of demonstration. Handy presses are no experiment, but are the result of thirty years' experience in baling waste materials, one-third of which time has been devoted to building serviceable baling machines.

The Handy Press is made of No. 14 Gauge Blue Annealed steel, perfectly reinforced with heavy steel angles, and is thoroughly constructed throughout. The operation of baling with a Handy Press is extremely simple, and the pressure mechanism is remarkably powerful, the lever device giving extreme compression with little effort. Furthermore, there is nothing easily detachable from the press nor breakable upon it. The top of the baler is entirely

The Handy Press.

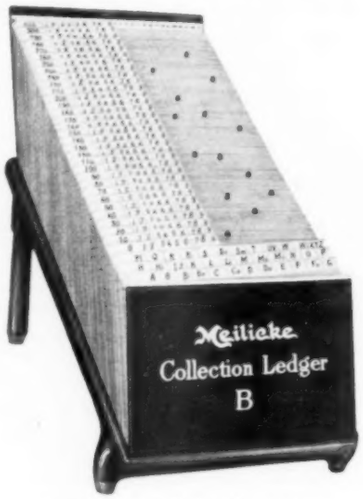
open, hence it is not necessary to push the paper in through an opening on the side. The compression chamber is of such size that the bale is completed with one compression.

The manufacture of baling presses is but one of the many lines in which the Grand Rapids Salvage Company is interested. Besides the all steel baler described above, they also manufacture a complete line of small and large size wood machines and are in a position to furnish machines that will meet any requirements. Those who may be interested in the products of this company should address communications to the Grand Rapids Salvage Company, Grand Rapids, Michigan.

The Meilicke Collection Ledger.

As the name implies, the new Meilicke Collection Ledger is a combined ledger and collection reminder. The cards at the front of the file are arranged alphabetically and serve the purpose of the index ordinarily used with ledgers. In this alphabetical file are entered the names under which accounts are carried and the number of each account. In using the Meilicke Collection Ledger the number of the account is first determined, and it is surprising how many ledger folios even the average bookkeeper memorizes so that the necessity for referring to an index is obviated. After the ledger folio has been determined the location of the account is a simple matter for all the tabs are constantly in sight and there is no need to handle any other card than that containing the desired account.

All cards containing past due amounts are indicated by a bright red signal which cannot be overlooked. If it is desired to make a draft against an account or to take some other action upon it, signals showing the exact month and



New Meilicke Collection Ledger.

day upon which action is to be taken are attached to the card.

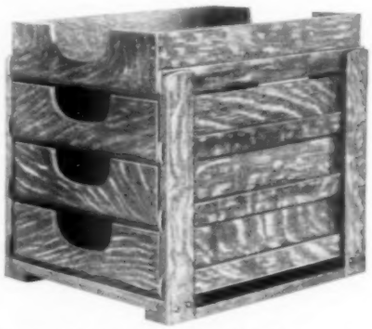
All entries are made on the cards while they are in the file and both sides of each card can be used in this manner. This is a great advantage for it prevents the misplacement and even loss of cards. When a new account is opened the first unused card determines the folio number of the account.

The cards are provided with a patented linen hinge so that they can be readily written upon while they are in the file and they withstand the roughest usage they will receive.

Detailed information as to Meilicke Collection Ledgers and other Meilicke products may be obtained by writing to the Meilicke Calculator Company, 350 North Clark street, Chicago, Ill.

A New Stack of Desk Trays.

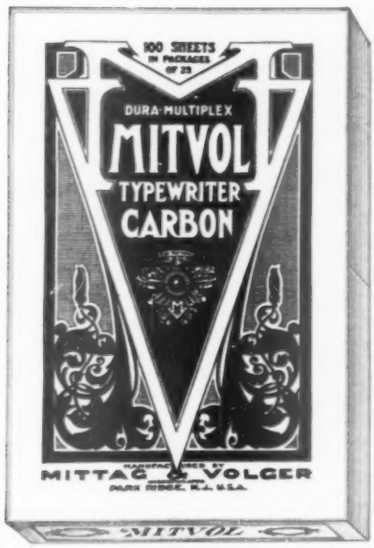
The Automatic File & Index Company of Green Bay, Wis., has put on the market a line of sliding tray sets illustrated herewith. These sets are four and five trays



New Device Made by Automatic File & Index Co.

high and are made in letter and cap sizes. The trays slide out or suspend from either end. They are easy to get at for those who work at flat-top desks.

Our Brands Typewriter Ribbons and Carbon Papers are the most prominent today.



The progressive stationer today selects the most standard goods of the various lines. **Prominent** among these are the goods we make, therefore he selects "our line" as being the most **standard** on the market, the best and most favorably known and adopted by the most particular users.

The reason you should select "our line" is because it can be depended on always and is always "it to the minute."

Real Goods—Real Methods—Real Policy

Quality, finest; Packing, nicest. Typewriter Ribbons all on special spools that fit the machine. Advertising matter most attractive. Samples for distribution all in up-to-date packages.

As we excel in all we produce you get the ONLY best. Buy of the ORIGINAL maker.

We meet every condition; we fill every requirement.

MITTAG & VOLGER, Inc.

Principal Office and Factory: PARK RIDGE, N.J., U.S.A.

BRANCHES:

261 Broadway, NEW YORK, N. Y.
205 W. Monroe Street, CHICAGO, ILL.
7 and 8 Dyers Building, Holborn, LONDON, E. C.

AGENCIES: All Over the World

Do you need money?

Yes, the times are puzzling—but how much would you be ahead if you could collect your outstanding accounts?

Eytinge will help you

You know that Louis Victor Eytinge is one of the most famous letter experts of the country and yet you can have TWELVE of his SUCCESSFUL letters for a song —almost!

You know that he has broken all world records for collection letters and yet, the use of twelve of his best letters, as well as eight other letters and ideas by other collection experts, is yours for but two dollars. It is all published in portfolio form with an extra strong instruction paper on collecting by letter, prepared for this work by Eytinge.

Certainly—the portfolio is sold on a positive moneyback basis. Get your TWO DOLLARS in this very mail for "Collecting the Coin" and get your own money in your bank-book.

W. Marshall Lazenby

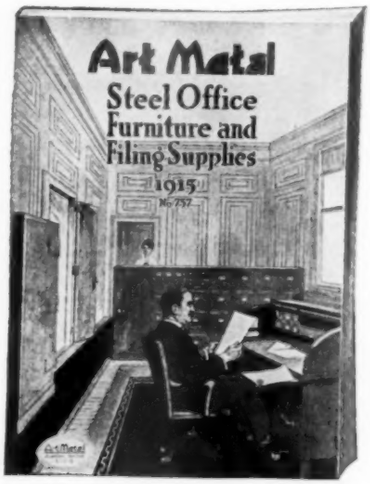
BOX B

FLORENCE, ARIZONA

Handsome New Catalogue.

The Art Metal Construction Company of Jamestown, N. Y., has just issued catalogue No. 757, listing steel office furniture and filing supplies. This book is a handsome and interesting piece of work, containing eighty pages. E. St. Elmo Lewis writes the introduction on the inside front cover page, addressed to the prospective customers. In this introduction he outlines briefly some of the remarkable work which the Art Metal Construction Company has done and what it is doing right along. The most suggestive sentence in the article is this: "Success does not happen."

The catalogue is a very exhaustive presentation of the Art Metal lines in text and illustration. The advantages of Art Metal are presented in brief paragraphs, pointing out the qualities of permanence, durability of working parts, adaptability, economy in supplies, the fact that the company can always duplicate equipment, modified stock sections, construction and engineering service. The fire



Front Cover Page of New Art Metal Catalogue.

resisting qualities of Art Metal goods are given appropriate comments. The hardware, that is, the drawer pulls, etc., is described and illustrated, and a very interesting description is given of the constructive features of Art Metal filing drawers. The different lines of Art Metal units are fully described and illustrated, with suggestions to users as to the most appropriate goods for various purposes.

The catalogue is a practical text book on filing and the use of filing appliances, and should be in the hands of every dealer who would make the most of his filing furniture department, whether he handles steel goods or not. A card to the Art Metal Construction Company will bring a copy of this catalogue, which is worth while.

Will Sell Lamp Brackets.

The Taylor-Pearsons Mercantile Staff, 70 Fifth avenue, New York City, expert merchandisers and distributers, have become sole distributers of the "Anywhere" portable and adjustable lamp bracket, manufactured by the William F. Wolff Company of New York.

The Taylor-Pearsons Mercantile Staff enjoys a high reputation. The concern is composed of seven distinct and individual organizations, each of which sells a different line of merchandise.

The officers of the Staff are George Pearsons, president; G. P. Taylor, treasurer, and M. M. Shields, secretary.

PANAMA

American Value in Carbon Paper

"American Value" means giving your customer what he considers a full equivalent for the dollars and cents he paid you.

It makes no difference what the price may be.

Is your customer so satisfied that even at a lower price he would not order elsewhere; in other words, are your goods and your service exactly what he wants?

Do you give your customers "American Value" in Carbon Paper? Can you give it?

If you are not sure, write us for samples, because we do give "American Value" in Carbon Paper.

MANIFOLD SUPPLIES COMPANY

The Largest Manufacturers of Carbon Paper in the World

A. L. FOSTER, President O. G. DITMARS, Vice-President

188 THIRD AVENUE, BROOKLYN, NEW YORK

QUEEN OF HEARTS

Dollars for Dealers

Value plus Service—that's the best foundation for a going business.

The typewriter which ranks highest in both these essentials is the—

VICTOR TYPEWRITER

MODEL No. 3

"All that's Best in a writing machine"

If you are a typewriter dealer or wish to handle typewriters, write at once for our exceptionally attractive proposition.

VICTOR Typewriter Co.
812 Greenwich Street, New York

FARMER BOY BUILDS BIG BUSINESS

Life Story of Mailing Machine Manufacturer One of Success Wrought by Energy, Aggressiveness and Sound Judgment.

THE story of the life of Harry E. Pence, president of the Pence Mailing Machine Company, of Minneapolis, is typical of the lives of many successful Americans who have been distinguished for sound commercial judgment, clean lives and aggressive energy.

Mr. Pence was born at Springboro, Ohio, near Franklin. He is the son of Charles M. Pence, a prosperous farmer, and received his early schooling at his home town. He is now about forty-five or forty-six years old. He came to Minneapolis at the age of eighteen, after having received a common school and business college education, at the invitation of his uncle, the late John Wesley Pence, a man prominently identified with the early growth of Minneapolis and with railroad and mining operations, banking, and placing of northwestern lands upon the market. The elder Mr. Pence, with the idea of regaining his health, decided upon a trip abroad and was accompanied by his nephew, Harry E. Pence. For five years they toured the world together, making a leisurely study of the countries of Europe and the Orient.

On their return to Minneapolis young Pence believed that he saw a future in the transportation of commodities between the North and the South on the Mississippi river. Accordingly he purchased six good-sized steamboats for both freight and passenger service, which he ran between St. Louis and New Orleans during the winter months, also conducting a packet line between Taylor Falls and Stillwater during the summer. He remained in this business two years, but found that on account of the peculiarities of the Mississippi river and the frequent recurrence of shallow water, he was unable to load his boats sufficiently to make freighting yield a satisfactory profit on the money invested. He therefore sold out and came back again to Minneapolis about fifteen or sixteen years ago, becoming a member of the Board of Trade as a grain commission dealer.

Mr. Pence remained in the wheat pit for seven years, but during this time the automobile industry started, and he watched its development with great interest. Finally he decided that automobiles had reached the point where they were more than a luxury and were rapidly becoming a necessity for men in all manner of pursuits, and he therefore entered the business of dealing in automobiles. This decision was made some time before he left the Board of Trade. As early as 1903 he had decided to go into the automobile business and made a tour of the cities where automobiles were manufactured, studying their construction and the fine points of manufacture. He finally settled upon the Cadillac car and that year opened the second automobile agency in the city of Minneapolis. He sold eighty-three machines the first year, and two years later moved into a specially arranged build-

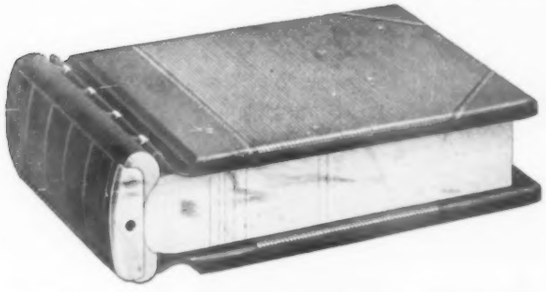
MIMEOGRAPH EDISON-DICK

Chuck out of your mind the idea of old-time mimeographing. The new machine duplicates typewriting, handwriting, and drawing, better and quicker than it has ever been done before. It is a revolutionary development—and bears the same relation to its early models that the first Pierce-Arrow does to the last. The new and wonderful waxless (dermatype) stencil has made clean-cut and accurate mimeographing the quickest and most economical form of printing. If there's system in your success, there's need for the mimeograph in your business now. Get booklet "B" from A. B. Dick Company, Chicago-New York. Rotary mimeograph prices range from

$30 to $160

WRITE today for descriptive circular which will tell you why some ledgers are better than others and why the

YANKEE BALL BEARING AUTOMATIC LEDGER

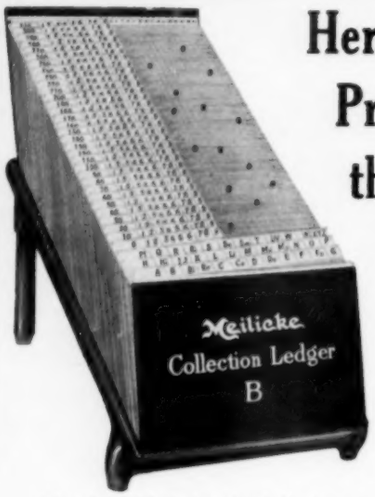


is the best.
Competitors admit our Silver Cap Sectional Post Binder is better than anything they have to offer.
Dealers are telling them

OUR YANKEE LEDGER IS, ALSO.

THE PLEW & MOTTER COMPANY, Chicago

"A SAFE, SANE, CONSERVATIVE LOOSE LEAF SUPPLY HOUSE"



Here is Proof that the System Is Right

The first Meilicke Sight System was placed on the market about a year ago. The principle was new but it was so successful from the start that we soon applied it in a number of ways. Of the Meilicke Sight Systems now in use there are two which will be of special interest to your customers.

Meilicke Collection Ledger B
and
Meilicke Active 'Phone List

They are loose leaf but permanent. Records made in a Meilicke Sight System are durable, accessible, convenient, economical. Entries may be made on both sides of the cards without removing them. The cards are made of strong stock and work on a patented linen hinge. That means you can refer to them as often as you wish without any injury to the file. New cards may be inserted and old ones removed in a moment.

The Meilicke Collection Ledger B embraces every line of business. It takes the place of the ordinary ledger and in addition a follow-up collection system that won't let past due accounts get by. It automatically calls attention to accounts when they fall due. **Price delivered $12.**

The Meilicke Active 'Phone List snaps on the telephone stand and keeps constantly at your fingers' ends every name and 'phone number of importance to you. The list contains 360 names and 'phone numbers with a full alphabetical index. The base is made of rubber-enameled steel. A renewable scratch-pad is attached. **The entire outfit sells for a dollar.**

Meilicke Sight Systems are well-advertised and you can handle them with a good margin of profit for your efforts. Sign the coupon and mail it to us for further information, or write us on your letter head.

COUPON

Meilicke Calculator Co.,
350 North Clark Street,
Chicago, Ill.

Send me literature descriptive of your Collection Ledger B and your Active 'Phone List. Also quote me your proposition to dealers. This request places me under no obligations.

Name.....

Address.....

.....

Meilicke Calculator Company

350 N. Clark Street

CHICAGO ILL.

ing on Hennepin avenue. Mr. Pence's business has grown with amazing rapidity. At present he handles the Buick machine, and the sales of the Pence Automobile Company are extremely large. It is interesting to know that Mr. Pence's original capital was only $2,200, but he has built up what is said to be the largest wholesale and retail automobile business in the world, selling from 3,000 to 4,000 cars a year. He also has a large warehouse business and has substantial real estate and other interests in Minneapolis.

Becomes Interested in Mailing Machine.

About three years ago Mr. Pence became interested in the mailing machine which now bears his name. He bought a machine for use in his automobile office and soon became impressed with its commercial possibilities. He got in touch with the inventor and supplied capital with which to put the machines on the market. Before going ahead with the proposition on a large scale, however, he caused ten machines to be built and sold among the leading business houses of Minneapolis. These machines were carefully watched for a year by the inventor, who made any necessary adjustments or improvements which occurred to him arising out of close scrutiny of the machines in action over a considerable period. When each one of the ten machines was working with perfect satisfaction to everyone concerned and the inventor was prepared to turn out machines like them, it was deemed wise to go ahead.

About a year ago the Pence Mailing Machine Company was organized, tools and equipment were purchased to equip a factory of sufficient capacity to allow for a liberal output, and the work of organizing a branch office and selling system was put under way with that energy and thoroughness characteristic of Mr. Pence. Pence Mailing Machines are now being made at the company's own factory and distributed through its own branch offices in a number of the larger American cities.

Mr. Pence is a large man, gray of hair. He is an indefatigable worker and keeps in constant touch with the details of all the enterprises in which he is engaged. It is said of him that in business he is always ready to take a chance on any proposition that will stand analysis.

Mr. Pence's immediate family consists of his wife and two children, a daughter about nine years old, and a son five years of age. Mr. and Mrs. Pence have a winter home in Florida, where they enjoy motor-boating and other outdoor recreations.

L. E. C. Uplinger Takes W. H. Gemmill's Place.

Readers of Office Appliances will be interested to learn that L. E. C. Uplinger, for seven years connected with the office work of the B. F. Goodrich Company of Akron, Ohio, during much of which time he was in charge of the office and correspondence departments, has succeeded W. H. Gemmill in the sales work of the company, taking up Mr. Gemmill's work in the field and calling on trade in the interests of the Goodrich Company. Mr. Gemmill resigned to take a position with another company, as related elsewhere in this number.

Mr. Uplinger has had a fine business training and is in touch with all the company's customers. He understands their needs from long familiarity with the work of the office and corespondence departments, and has a thorough knowledge of the business from a practical standpoint. He should be very successful in the new work. Mr. Uplinger was born in Akron and lived there all his life. He will specialize to a considerable extent upon the rubber parts for office appliances.

This magazine extends its cordial good wishes.

Guaranteed by the House of Carter

The style of the packages is a great sales help

THE CARTER'S INK CO.
Boston Montreal New York Chicago

The quality in sures satisfied customers

Dealers' Sales Help

Did you get one of our dummy desk telephones?

YOU are primarily interested in that kind of advertising that helps to identify you; that makes you more than a warehouse or a distributing point.

Burns' Telephone Bracket

is advertised in this way. We still have a supply of dummy desk telephones left, that will make your telephone bracket display much more effective. One will be sent to each dealer with an order for six or more Burns' Brackets. Write for our liberal discounts to dealers.

AMERICAN ELECTRIC COMPANY

Manufacturer of the Burns' Bracket

State and 64th Sts., Chicago

New Money Making Machine

FOR YOUR STORE—Do "Fiberized Printing"—Office Stationery and CIRCULAR LETTERS for yourself and for Customers. Cheaper than Job Printing. No Ink Used. No Printer required. Any Clerk or office help becomes Expert. Operating a Machine in your Store will sell others. Approval Shipment to Responsible Dealers. Liberal Discounts.

Prices $60 to $140—Write today

The Multipress Co., Inc.

Buffalo, N. Y. and Toronto, Canada

"Carbons that endure"

"Ribbons that last"

"Records Time Cannot Erase"

You Can

Make your business pay you better—Show the consistent increase you expect—Carry your profits to the goal your ambition seeks;—with

Neidich Process Carbons & Ribbons

You are no doubt open to conviction on this important question, which holds possibilities the wise, alert dealer will not pass by.

You have nothing to lose by putting us to the test.

We are not going to burden you with time-worn claims of merit. But proffer our services to help you win the maximum benefit of your time and money—to speed up your business to a higher notch—get it out of any rut in which it may be stuck: uncertain, slow growth—inadequate profits—competition—inferior grades; etc.

Why Not Investigate?

We invite you to write us fully, or fill in and mail us the Coupon, which we have attached for your convenience.

It will bring you a prompt response, with complete information that will solve your problems—that will agreeably surprise you. It costs you nothing—and right now is the time to act. Use the Coupon.

NEIDICH PROCESS COMPANY
BURLINGTON, NEW JERSEY

The Most Up-to-date Carbon and Ribbon Factory in the World

MAIL COUPON TO-DAY

NEIDICH PROCESS COMPANY,
Burlington, N. J.

Send us samples and quote prices on your carbons and ribbons. Also please match attached sheet of our most popular carbon.

Name.....

Address.....

.....

A Real "How" Booklet.

The Macey Company of Grand Rapids, Michigan, is about to issue a booklet to its agencies, entitled "How to Organize a Filing Appliance Business." This booklet is packed with practical brass-tacks information. It is backed by the general experience of the Macey Company for sixteen years, and further supported by actual experiments conducted by the company.

As the Macey booklet points out, the ability of a company rests in the men who run it. By the same reasoning the ability of the Macey Company to advise its dealers how to organize a filing appliance department rests on the experiences and records of the men who stand sponsors for the advice. Recognizing this, the Macey booklet gives a brief outline of the ability in their organization.

The booklet is meaty with suggestions. The characteristic forceful and unpretending directness of the "Macey crowd" sticks out all over it. It tells first what it is going to tell, and then tells it.

It is fifteen minutes with fundamental ideas, plainly told in a simple way. Although the Macey Company intends this booklet for their own trade, they will send it to anyone requesting it. Address the Inter Service Division and ask for Booklet G-3015.

Chicago Stationers' Golf Tournament.

Some time in the early summer all golfers among the stationers and manufacturers in Chicago will be invited to play an afternoon tournament. Full particulars of the plan will be given later.

This big golf event in the history of the Chicago trade is brought about by Fred Butenschoen, president of the Imperial Methods Company. A couple of years ago Mr. Butenschoen was inoculated by the golf jinx and the virus took amazingly. Since that time the two things which have most engaged Mr. Butenschoen's attention are to build up his business and cut down his score. The mark of the former is well known in the trade throughout the country. Just what has been accomplished in the latter is a secret which no one has been able to learn. The secret will be known on the day of the big tournament, for everybody in the trade will be invited.

In this big event there will be a handsome trophy for the winner, a trophy for the runner-up and consolation for the low men. The tournament will probably be held at one of the west side courses. Every member of the Chicago trade should begin to practice swing, stance and putt. It is intended to make the Chicago trade tournament as big an event as that of the National Association.

Felt & Tarrant Win Patent Suit.

On March 25 Judge Landis of the United States District Court of Chicago decided a patent suit brought by the Felt & Tarrant Manufacturing Company against the Burroughs Adding Machine Company, in favor of the Felt & Tarrant Company. The suit was brought for infringement of the Felt Comptometer patents by the Burroughs calculating machine. The suit has been pending several years and the evidence included thousands of pages of testimony and exhibits.

The complainants charged infringement of fifty-eight claims in four patents. The court allowed all of the claims and decided the matter in three words, "Decree for complainant." The decree for injunction and accounting was signed by Judge Landis and entered on March 27. The defendant company took an appeal and the court allowed the suspension of the decree on the condition that the appeal be prepared for hearing during the spring term of the court of appeal.

What do you Buy When you Buy a Typewriter?

Ball Bearing; Long Wearing.

It isn't the machine—it's what the machine will do for you.

You pay for neat, well-written correspondence, for perfect carbon copies, for the quality and quantity of work your typist can turn out—in short, for the years of service you get.

If your inventory were made on this basis, you would find in the L. C. Smith & Bros. typewriter a much *bigger asset* than the price you paid for it and a much bigger asset than in any other writing machine ever made.

Can we prove this statement? Absolutely. Ask for our proof.

L. C. Smith & Bros. Typewriter Co.

Factory and Home Office:

Syracuse, N. Y.

Eberhard Faber Magazine Pencils

The Last Word in Mechanical Pencils

This serviceable, reliable, always-ready pencil, we are now making in seven attractive patterns, including nickel-plated, colored enameled, hard rubber and bright gilt. Some with clips. Some with point protectors. Some put upon cards; others in dozen boxes.

The simplicity of operation and the firm lead grip commend it to all. Each pencil **contains four leads** ready for instant use. This feature, added to the other good points of the "Magazine," puts it in a class quite distinctive. *Full information and samples upon request.*

EBERHARD FABER, NEW YORK

The Stronghold Eyeleter

SELF FEEDING

Two-Thirds Actual Size

Twenty-five eyelets come strung on a wire, and when dropped in the machine feed *automatically*.

A quick light blow punches hole and sets eyelet firmly in paper, card board, cloth, leather, etc. Height 5½ inches, 2½ inches at base, weight 2 pounds, packed in durable wooden box. Oxidized finish, handsome in appearance. *Efficiency guaranteed.*

Price, with 150 eyelets, $3.50. Additional eyelets 75 cents per 1000, strung ready for use.

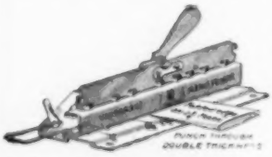
Liberal Trade Discount

An exceptional opportunity for specialty salesmen who are alive.

Hampden Hoge

108 Fulton St., New York

The "B&P" Universal Punch Press SIX IN ONE

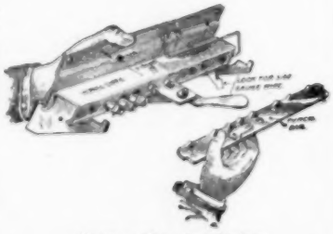


The Universal Punch

is a practical, simple and strong punch for office use, and one that the office boy can operate **quickly** and without fear of breaking.

There are three Standard Gauges of 3/16" Post Binders and three Standard Gauges of Prong Binders.

It Punches Them All



$1.75

Notice the simplicity
This Shows Method of Adjustment

BOORUM & PEASE
Loose Leaf Book Co.

MAKERS OF
"Standard" and "S. & T." LOOSE LEAF DEVICES

MAIN OFFICE: 109-111 Leonard Street, New York
FACTORIES: Brooklyn, N. Y.—St. Louis, Mo.

Weis Manufacturing Company Busy.

It is stated that the Weis Manufacturing Company of Monroe, Mich., is increasing its business by leaps and bounds. The company about the middle of March began working five nights each week. They will continue until they catch up with their orders. Weis men state that furniture dealers are enthusiastic about the new Weis line of music room furniture and book cases, to say nothing of the Weis lines of filing devices which are sold not only to furniture dealers, but still more extensively to commercial stationers and dealers in office equipment.

The Weis Company believes that business is showing a most decided upward and onward tendency.

Jacobs with John Underwood & Co.

Harry D. Jacobs, whose recent illness caused him to give up his connection in the typewriter field a month or so ago, has recovered his health, and has just received the appointment to the position of Metropolitan sales manager in New York City for John Underwood & Co., manufacturers of the Underwood bookkeeping machines.

Mr. and Mrs. Jacobs have taken up their residence at Montclair, N. J., where they are neighbors of Walter Ramer of the Wholesale Typewriter Company, Frank E Tupper of the Annual Business Show Company, and other famous people.

Mr. Jacobs says that he has surrounded himself with an augmented force of billing machine salesmen from the adding and bookkeeping machine fields. He expects to push the New York City Department, of which he has charge, with the greatest possible energy.

Crooker Now with Motor Company.

The Regal Motor Car Company, of Detroit announces the appointment of Robert H. Crooker as manager of advertising. He assumed his new duties on April 1.

Having gained his experience with the Detroit News and the Burroughs Adding Machine Company, Mr. Crooker is well known in advertising circles. During his three years' service with the newspaper, he gained a wide acquaintance among the advertising fraternity and laid the foundation of an extensive knowledge of advertising and selling methods.

He joined the advertising department of the adding machine company two years ago and has since had a thorough training in many branches of that concern's business. For more than a year, he has been editor of "The Burroughs," the house organ published by the Burroughs Company, which is regarded as one of the best publications of its kind in the country.

Boston Victor Salesmen Organize Efficiency Club.

The sales force of the Boston office of the Victor Typewriter Company have organized what is called the Victor Efficiency Club, whose purpose is what its name implies: first, to see that each salesman understands thoroughly all the selling points of the Victor typewriter; second, to get together and discuss the experience of the men on the firing line; third, to create enthusiasm, good will and increased energy. Members of the Boston office are determined to win the big prize offered by the company to the branch office which makes the best record for the first six months of 1915. The club will hold meetings on the first and third Monday of each month.

The following officers have been elected: D. A. Thurston, president; W. A. Mera, vice-president; H. T. Wood, secretary; P. G. Potter, treasurer; H. C. Squarebrigs, manager, honorary member.

THE GENERAL FIREPROOFING COMPANY

YOUNGSTOWN, OHIO.

FILING EQUIPMENT IN STOCK, SECTIONAL UNITS (UNETTES, WYDESTEEL AND UPRIGHTS) OMNIBUSES, DESKS, TABLES AND ALLSTEEL SAFES

SPECIAL FILING EQUIPMENT AND FURNITURE FOR STATE, COUNTY AND MUNICIPAL BUILDINGS, BANKS, LIBRARIES, VAULTS AND OFFICES.

WILLIAM H. FOSTER
PRESIDENT

YOUNGSTOWN, OHIO.
April 10th, 1915.

To our friends in the office supply field, we take this method of announcing our policy and plans for the future.

As you doubtless know, we were the pioneers in the manufacture of standardized, ready-to-use steel filing equipment. While we have made little noise about it, we have proceeded quietly to make Allsteel the one standard line of stock filing cabinets, from the standpoint of high quality and efficiency and all the time keeping in mind the importance of low cost and popular prices.

We were the first to use cold-drawn shapes for the frame work of our cases - the so-called skyscraper construction - which others have since copied and wisely, for it's good construction.

We were the first to put out an every-joint-electrically-welded case - and this too has been wisely copied.

We were the inventors of the progressive roller suspension - one of the most important parts of a modern steel filing cabinet.

Our plan is to continue this policy of constant improvement even more aggressively than before - to keep the Allsteel Line a lap ahead of competition - to hold Allsteel service to the high mark for which it is already noted.

Our policy has always been and always will be to give the customer a little more for his money than he can get anywhere else. This will be accomplished, not by ruinous price-cutting, but by skillful designing to eliminate the unnecessary and by constant planning to add those practical features which make satisfied customers -

And satisfied customers make profitable dealer accounts.

Immediate changes and additions to the Allsteel Line are going to make it the broadest and most desired line in this field. You will find it to your interest as well as ours to let us tell you the splendid money making agency proposition we have to offer.

Sincerely,

W. H. Foster
President.

WHF:CIH

Allsteel
Filing Equipment

And Now Comes The First Commercial Grade Steel File—

A truly commercial grade—because it will have a universal sale—because it will be profitable for the dealer to handle

The *Allsteel* Economy File

This new file offered here for the first time is the first steel letter file to meet fully the requirements of a commercial grade.

It will have a universal sale because the price is low enough to compete with wood—25% lower than the standard grade steel files of all makes.

It will profit the dealer because every sale will mean a satisfied customer and repeat orders.

The low price on this file is the least of its good features. While frills and non-essentials are omitted, the construction of the case is not skimped.

A progressive roller suspension with genuine roller bearings, cold-drawn shapes, electrically welded joints, baked-on enamel finish, high-grade hardware—all these are included in this new cabinet.

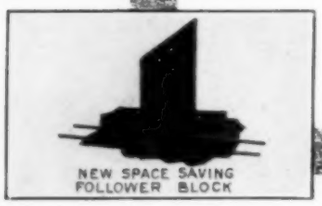
This is not a disguised transfer file, but a practical letter file for everyday severe usage.

Not a highly finished, ultra-refined case like our standard grade file, but a rugged, everyday plugger with all the service built into it that a letter file will ever require.

For specific prices, delivered in your territory, and agency terms, address

PATENT APPLIED FOR — NEW ROLLER SUSPENSION

ROLLER BEARING IN SUSPENSION

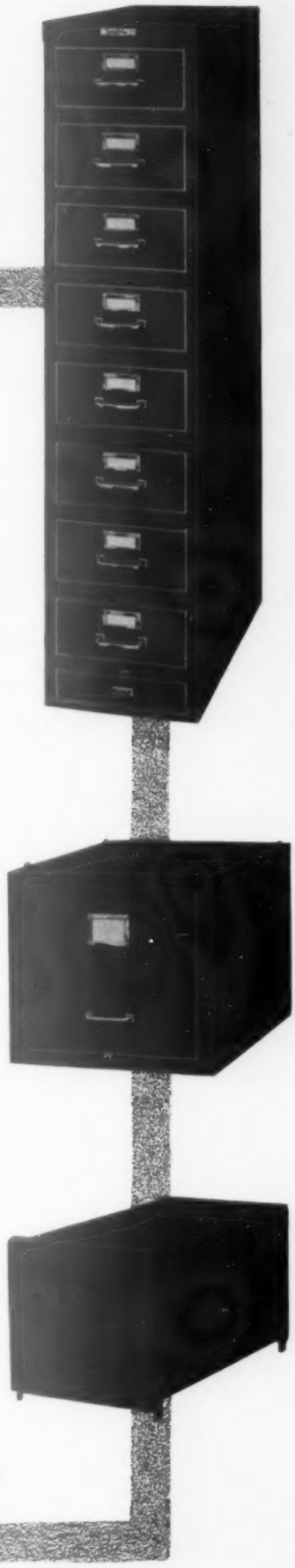


NEW SPACE SAVING FOLLOWER BLOCK

The General Fireproofing Co.
Youngstown, Ohio

TRADE MARK REG. U. S. PAT. OFF.

And Then Other Recent Additions to the Allsteel Line



Following closely the requirements of the trade, yet building no cases which will not find ready sale, there is scarcely a month of the year that new sections are not added to the Allsteel Line. An interesting point is that the addition of any new section to this line is always made as a result of an actual vote of our dealer-agents.

Here are a few of the Allsteel cases recently put on the market:

New Eight-Drawer Check File

An upright section to accommodate standard size checks, added to the Allsteel Line purely at the request of our dealer-agents. This case matches up and intermembers with our standard No. 100 Line, every drawer fitted with roller bearing suspension, every case built for strength, lengthy service and space saving.

A case that finds a market in every banking community, that is easy to sell by one demonstration.

New Ledger Sheet Section

This section added to our line of U-nettes (narrow width sectional cabinets) to fill the demand for a case to be used in connection with the Burroughs system of accounting. The Burroughs Adding Machine Company are pushing this system to the front very rapidly and the flexibility of this method of filing the ledger sheets is recognized as a valuable adjunct to their system.

The Allsteel Transfer Case

This section, put on the market about six months ago, opened up an entirely new field. Its capacity, combined with its low price, is driving the wooden and pasteboard transfer cases out of the market. Its sturdy build and space-saving features make it a seller on sight.

Other New Items

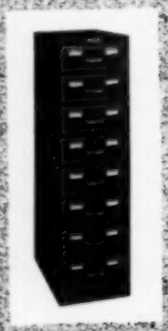
Besides those illustrated we have recently added Allsteel Waste Baskets, Letter Trays, Bond Boxes and Note Cases—all built to the standard of "A little more for the money than the customer expects."

Also—a new line of Filing Supplies, unsurpassed in quality and at prices that are unusually reasonable with agency terms that are exceptional.

Ask for more specific details regarding these new sections, with selling prices and agency terms.

The General Fireproofing Co.
Youngstown, Ohio

TRADE MARK
REG. U. S. PAT. OFF.



The *Allsteel* Line

Keeps Down Your Stock

One of the most important items to the office equipment dealer is keeping his stock at a profitable minimum.

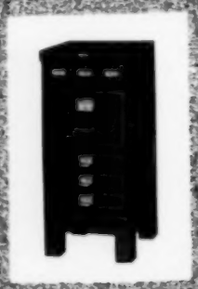
Not too little to handicap the service—not too much to swamp him with overhead expense.

The Allsteel Line has been built to this end. "The-every-section-alive-line," our dealers call it. Not an unsalable section in it and countless combinations of few pieces to meet countless needs.

Service in its broadest meaning—close co-operation on consumer work—rapid handling of rush orders—immense stocks in our warehouses — equitable prices and guaranteed materials.

This combination has made for us connections with the best dealers in hundreds of cities. With the constant broadening of our Line, hundreds of other cities will become fertile markets and new connections will be made.

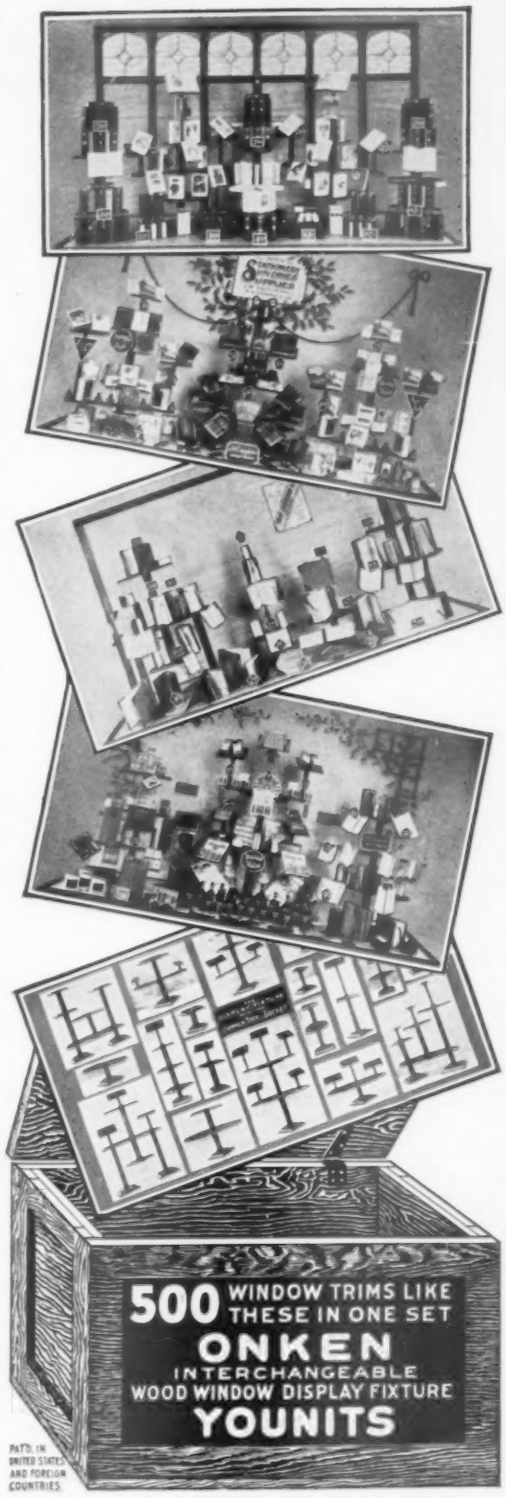
It will pay every office supply dealer in this country to answer this advertisement and ask us about our agency proposition. Even if your only object is to compare it with arrangements you already have, we will be glad to discuss it with you. Write us at once and see what we can offer.



The General Fireproofing Co.
Youngstown, Ohio

OUR NEW CONSTRUCTION: THE FIXTURE WITH "THE SUNKEN STEEL SOCKET." THERE ARE NO SCREWS SCREWING INTO WOOD

Make Your Show Windows Pay Your Rent.



The Storage Chest. The 89 YOUNITS that make up this set are put up in A HARDWOOD, HINGED LID STORAGE CHEST (oiled finish). A good place to keep any part of the set that is not being used.

Many Sales are made from the Sidewalk

This particular set of Interchangeable Window Fixtures will make the Finest of Window Trims—will display your merchandise to a "Selling Point," will give you snappy trims which will attract local and transient trade. This set affords quick and frequent changes.

Read further about this wonderful

Stationery Set.

Hundreds of Trims. With this set over 500 original trade pulling window trims can be made and at no time making any two alike, besides hundreds of standard and odd window fixtures can also be made.

Can't Wear Out. ONKEN YOUNITS are now made so they cannot show any wear. The *NEW* construction the "Sunken Steel Socket" takes the place of the old construction. There are now *NO* Screws Screwing Into Wood. They will now last for many years. The construction is sturdy and high grade throughout. Simplicity in detail is the principle.

A Book of Window Trims Included. A large, beautiful book of many captivating trims made with this set will be sent FREE with this set. This book is a help to any window trimmer.

Made of Oak. The entire set is made of thoroughly Kiln Dried Oak, the metal parts of cold rolled steel, each YOUNIT is accurately machined to fit right and made interchangeable.

Our Guarantee. We guarantee to replace this set FREE OF CHARGE any time within one year if it proves defective in any way through construction or parts not fitting satisfactory.

Our Standard Finishes. We will ship this set in either Weathered, Golden or Antique Oak, all in a soft, mellow wax non-scratchable finish.

Stock is carried in Cincinnati, New York and San Francisco. Atlantic coast trade supplied from New York. Pacific coast from San Francisco.

Price for the Full Set No. 20 $27.50 NET

Price for a Half Set $16.50

F. O. B. Cincinnati, New York and San Francisco
Order thru your JOBBER or DIRECT

THE OSCAR ONKEN CO.

No. 241 W. 4th St., Cincinnati, O., U. S. A.

Quick Shipments Address All Correspondence to Cincinnati. Send for Younit Catalog Stock is also carried in Canada, England and Australia

STOCK CARRIED IN CANADA, ENGLAND AND AUSTRALIA

ACME SURE-SHOT BINDER

It's called the "Sure-Shot" because one stroke on the knob will "turn the trick" every time, and the anti-clogging device throws off the bits of paper and metal so that they can't interfere—ever.

There yet remains to be invented a device which will equal Acme Binders for speed, neatness of work, permanency, and narrow binding-margin.

You just fill the magazine, which holds one hundred staples, and your "Sure-Shot" is ready to bind quickly, neatly, and efficiently anything from the thickness of a sheet of tissue up to one-quarter of an inch.

Just think of the field that opens up for you—office men, professional men, salesmen with samples of cloth, paper, etc., furniture and rug salesmen with their photographs—and so on ad infinitum.

Write for our booklet and let's tell you what you can make on our proposition.

Acme Staple Co., Ltd.
1643-1647 Haddon Ave., Camden, N. J.

Canadian Representative:
Ernest J. Scott & Co.,
59 St. Peter St.,
Montreal

European Agents:
Progress Typewriter Supply Co., Ltd.,
8-9 New Zealand Ave.,
London, E. C.

New Member Art Metal Staff.

C. H. Macdonald has been added to the staff of the Art Metal organization and will devote his entire time to the prominent architects, engineers, ship building concerns and transportation companies for the purpose of developing a field which has been more or less neglected in the past. In other words, he will specialize on these particular factors with the idea of bringing them to the point of realization that Art Metal stands for quality and superior service.

He will make his headquarters at the New York office for the time being, covering the eastern section of the country.

Mr. Macdonald has had extensive experience in these particular lines of trade and the Art Metal Construction Company is to be congratulated upon its success in procuring a man of such knowledge and ability.

He introduced and standardized Ripolin Enamel Paint on the American market.

Mr. Macdonald also invented and developed the "Omala" process, which is used by the Galard Company at the present time in all of its exclusive work.

He was for some time general sales manager for the Keyes Products Company of New York and devoted several years to the perfecting of "Nevasplit" panels, which are used in very large quantity by steamship and railroad companies and for building work generally.

Remington Sales Activity in Rice Leaders Contest.

The Rice Leaders of the World Association has been conducting during the past year a contest the object of which is to determine the leading salesman in each of the organizations holding membership in the association.

At the close of the contest an Overland automobile will be presented to each of the forty men who demonstrates his right to the title of leading salesman of his company. The four runners-up in each of the forty organizations will receive handsome gold watches.

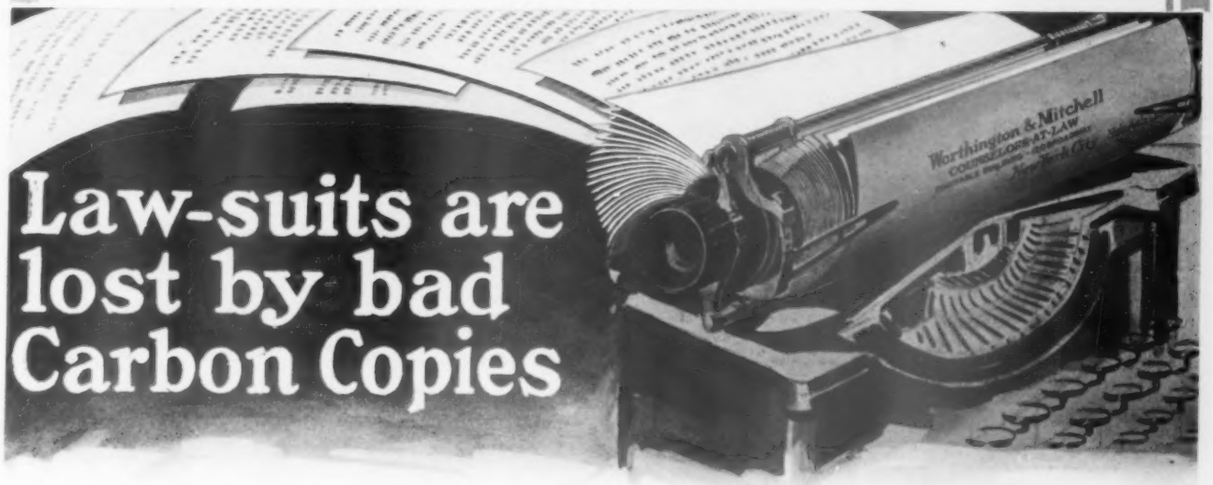
A remarkably clever plan of scoring has been worked out. Every Remington salesman has an equal chance of winning, no matter whether his territory be located in a big city, or the "backwoods." This evenness of chance has every man working his hardest to land the car, or at least one of the watches. But further than that, every man in the organization is feeling the good of the competition in the increased sales opportunities it is bringing him.

The contest has only a few weeks to run. The lead is now held by a man whose territory is in a moderate sized town. Immediately following him is a member of the staff of one of the biggest offices, and trailing along, all within striking distance, come a couple of hundred more Remington men, any one of them a possible winner.

Folder for Latin American Readers.

"Fabricantes de Archivos y Accesorios para Oficinas" is the title of a folder published by the Yawman & Erbe Manufacturing Company of Rochester, N. Y. This folder is printed in colors with pictures of the three factories of the Yawman & Erbe Company on the front cover. It is printed in Spanish and illustrates and describes quite fully the lines of filing cabinets, swinging desk stands, safes, filing desks, etc., etc., manufactured by the Y. & E. Company. The Y. & E. Company's line of metal furniture is also described. This folder is used in the company's agency work in South America. When replies come as the result of the receipt of this folder, a catalogue is forwarded in Spanish, Portuguese or French, according to the preference of the applicant.

No Risk—No Loss—We Insure Your Sales



MultiKopy never dries out, skins over nor changes in stock.
We take back all unsold goods after a specified time.

These two arguments should outweigh all other considerations when it comes to stocking carbon paper. According to the first, you can't lose through deterioration of your stock. By the second we assume all the risk in stocking it.

TRADE **MULTIKOPY** MARK

Carbon Paper

"The World's Best Selling Carbon Paper"

Add to this that MultiKopy has the call.
Its copies are sharp, uniform, permanent, non-smudging.
Its durability and manifolding power are wonderful.
It is the most widely advertised carbon paper. We ship orders the same day received.
You'll want not only to stock MultiKopy, but to carry a complete line. Don't buy a mixed assortment of everybody's goods, and not have a complete stock of anything. A full line of MultiKopy will satisfy every customer and you won't miss any sales.

Star Brand Typewriter Ribbons

The best known ribbon in the world. Write for information.

F. S. WEBSTER COMPANY 338 Congress Street BOSTON, MASS.

ADDRESS ALL LETTERS TO HOME OFFICE.

New York: 114-118 Liberty St. Chicago: 14 N. Franklin St. Philadelphia: 908 Walnut St. Pittsburgh, Pa.: 830 Park Bldg.

London, E. C: 67 King William St. Berlin: Friedrichstrasse, 60. Vienna: 111 Paracelsusgasse, 6. Budapest, Hungary.
Copenhagen: Sotorvet 1 and 3. Stockholm, Sweden. Rotterdam: Zuidblaak, 64. Ghent, Belgium.
Krakow, Poland. Moscow, Russia. Gossnitz S/A, Germany. Paris: 10 Rue Saulnier.
Barcelona: Calle Universidad, 106. Milan: Via Principe Umberto, 5. Tokyo: 3 Kajicho Kauda.

Write for selling proposition guaranteeing against loss

AN INVITATION

A beautiful exhibit showing in miniature the most interesting operations in a paper-making plant and the most interesting processes in connection with the manufacture of fine social stationery, is being operated by us at the Panama-Pacific International Exposition.

Should you attend the Exposition you are cordially invited to visit our booth which is located in the Palace of Varied Industries at the N. E. Corner of Avenue A and Fourth Street.

Eaton, Crane & Pike Co.
BY INVITATION
MEMBER OF

NEW YORK, U.S.A.

EATON, CRANE & PIKE CO.
PITTSFIELD MASSACHUSETTS
NEW YORK - - - Brunswick Building, 225 Fifth Avenue
CHICAGO - 601 Monroe Bldg., 108-110 So. Michigan Avenue
PHILADELPHIA - - - - - - - 1024 Filbert Street
BOSTON - - - - - - - 387 Washington Street

Pyke Resigns.

It will be of interest to the trade to learn that on March 1 Edward W. Pyke resigned from the managership of the Winnipeg office of the United Typewriter Company, Underwood agents. Mr. Pyke has had sixteen years' experience in the typewriter field. His beginning in this line was as an errand-boy with Charles E. Archbold, then Remington agent at Toronto. Two years later when the Canadian Typewriter Exchange came into existence young Pyke was made a repairman with the new concern and spent eighteen months in familiarizing himself with typewriter mechanisms. In December, 1902, he became shipping clerk with the United Typewriter Company and then successively

Edward W. Pyke.

platen latheman, supply clerk and city supply salesman. Later, when the United Typewriter Company opened a Winnipeg branch, Mr. Pyke took charge of the supply department. Two and a half years later an office was opened at Regina and Mr. Pyke was made manager with full charge of Saskatchewan. Then he was appointed manager of the Winnipeg office with charge of the province of Manitoba.

Since his resignation on March 1, Mr. Pyke has been considering several propositions for office appliance agencies in Canada and the United States, but has not definitely decided as to his future connections.

Big Colorado Bank Installs Art Metal.

A contract has recently been let by the Colorado National Bank of Denver, Colo., for complete steel counter, desks and cage equipment to be installed in the new building being constructed by the Colorado Building and Investment Company, of Denver, and all of this work will be done by the Art Metal Construction Company, of Jamestown, N. Y.

Sacramento Chamber of Commerce Seeks New Members.

An exhaustive two weeks' campaign was inaugurated by the Sacramento Chamber of Commerce in an effort to secure five hundred new members, and under the plans outlined the city was organized into nine business districts and one residence district in order to systematize the campaign. H. W. Knox, manager of the Remington Typewriter Company at Sacramento, was a member of the committee for the seventh division.

Cutler Adjustable File Desks

INTER-INTER—Licensed by The Macey Co., under Tobey Patent, June, 1907

A multitude of combinations, inexpensive and simple.

All files interchangeable and priced alike.

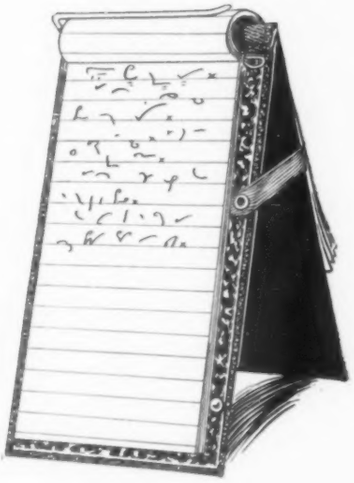
Economy of space, of time, of effort and of money is hereby made possible.

Write for catalog and agency plan.

Cutler Desk Co. (Est. 1824) **Buffalo, N. Y., U. S. A.**

The Acco Steno Book Holder

SOMETHING NEW



A COVER for the protection of any stenographer's note book at all times.

A STAND or easel which holds the note book flat for the rapid and easy reading of notes.

A PAGEMARK which automatically opens book where last notes stopped.

A WRITING SURFACE firm and flat for writing without table.

ALL IN ONE

Efficiency doubled—more convenience—indispensable in every office. It is neatly bound in cloth, attractive and practically indestructible.

SOLD BY LEADING STATIONERS AT

50 cents for No. 50 which holds the $4\frac{3}{4}''$ x 9″ Note Book
55 cents for No. 55 which holds the $5\frac{1}{2}''$ x 9″ Note Book
60 cents for No. 60 which holds the 6″ x 9″ Note Book
75 cents for No. 75 which holds the 6″ x 12″ Note Book

MADE BY

AMERICAN CLIP COMPANY, New York, U. S. A.

Another step of progress

Business progress is measured by innovations which increase speed and decrease cost of necessary operations.

The telephone speeded up, first, local and then long distance business.

The typewriter gives one stenographer three times the productive capacity of the old-time long-hand writing secretary.

Each of these two business accessories made changes in methods that were considered absolutely unalterable.

Now comes another new business accessory—another innovation—another change in supposedly unalterable methods.

MARCHANT

"THE ANSWER IS ALWAYS RIGHT"

Ever since the science of mathematics was discovered, problems have been solved mentally, with the aid of pencil and paper, or their equivalents, to jot down the result of each step. We have multiplied and divided and subtracted, slowly, painfully and often wrong. We have made mistakes—bad ones—sometimes unnoticed. We have checked and rechecked calculations looking for the hidden error—worked until our brains were numb and the figures danced on the paper before our eyes.

But now by setting levers and turning a crank any mathematical problem that arises is solved with absolute accuracy, proved, and completed in but a small fraction of the time required by the pencil, paper and brain-work process.

Errors, checking and re-checking, and brain-fatigue are eliminated. The problem is done quickly, done once and done correctly.

Let us send you our booklet O. A.-1 explaining how the Marchant Calculating Machine will save time and save money in the mathematical part of your business. A request on your business letterhead will bring it. Keep step with progress.

Marchant Calculating Machine Co.

General Offices

Syndicate Bldg., Oakland, California

Branch Offices:

Chicago, Ill., 3736 Cottage Grove Ave. St. Paul, Minn., 414 American Bank Bldg. Cincinnati, Ohio, 625 Crown Street. Baltimore, Md., 438 N. Front Street. Pittsburgh, Pa., 202 Fitzsimmons Bldg. Los Angeles, Cal., 215 Mercantile Place. Seattle, Wash., 222 Boston Block.

Marshall Celebrates Birthday.

On Thursday, March 18, Charles H. Marshall, president of the William H. Hoskins Company, Inc., of Philadelphia, celebrated his birthday. Mr. Marshall is one of the strong men of the stationery trade and is esteemed and loved by a large number of friends and associates.

In commenting upon Mr. Marshall's birthday, the Philadelphia Journal of Commerce says:

Charles H. Marshall was reared amidst influences that produced a character molded along the broadest lines, and the success which has come to him in diversified business and commercial pursuits has been a merited reward for intelligent and well applied effort. Few men possess the peculiar order of ability which has enabled Mr. Marshall, in addition to the superior management of his individual interests, to so largely promote affairs of vital importance to the community at large, and the fruits of his progressive ability and comprehensive business understanding have really been beyond the pale of reasonable estimate.

Mr. Marshall is best known in commercial activities of the city as president of the William H. Hoskins Company, Inc., prominent and representative dealers in stationery of every description, office furniture, filing cabinets, printing and loose-leaf devices of all kinds, with headquarters located at 904 Chestnut street.

Mr. Marshall is a member of the Manufacturers' Club, Poor Richard's Club, Philadelphia Athletic Club, Pen and Pencil Club and the White Marsh Valley Country Club. His genial social qualities have secured for him a warm and sincere friendship in the various walks of business and private life. Strong in courage and self-reliance, yet uniformly courteous to all with whom he comes in contact, Mr. Marshall is a conspicuous representative of that solid and useful class of citizenship which achieves success by indomitable force of character and concentration of purpose; and his wide circle of business acquaintances and warm personal friends join in the hope that many additional years of activity and usefulness are in reserve for him.

Metal Concern Moves.

The A. C. Barler Manufacturing Company, which makes an extensive line of portable stoves, also a line of metal cash boxes, document boxes, etc., after twenty-three years on Lake street, Chicago, has moved its plant to 341-349 East Ohio street, in the new factory district. The new building is built of concrete, and has every modern convenience. The light is of the best, and the building is fireproof and overlooks Lake Michigan. The company believes that it is now better equipped than ever to maintain the high standard of its manufactures.

Fire in Mercury Co.'s Plant.

Early in March a fire occurred in the plant of the Mercury Manufacturing Company, New York, which virtually destroyed their quarters. They have secured new premises at 17 Elm street, considerably larger than those formerly occupied, and have added a quantity of new machinery. They are now better prepared than before to care for the requirements of their customers.

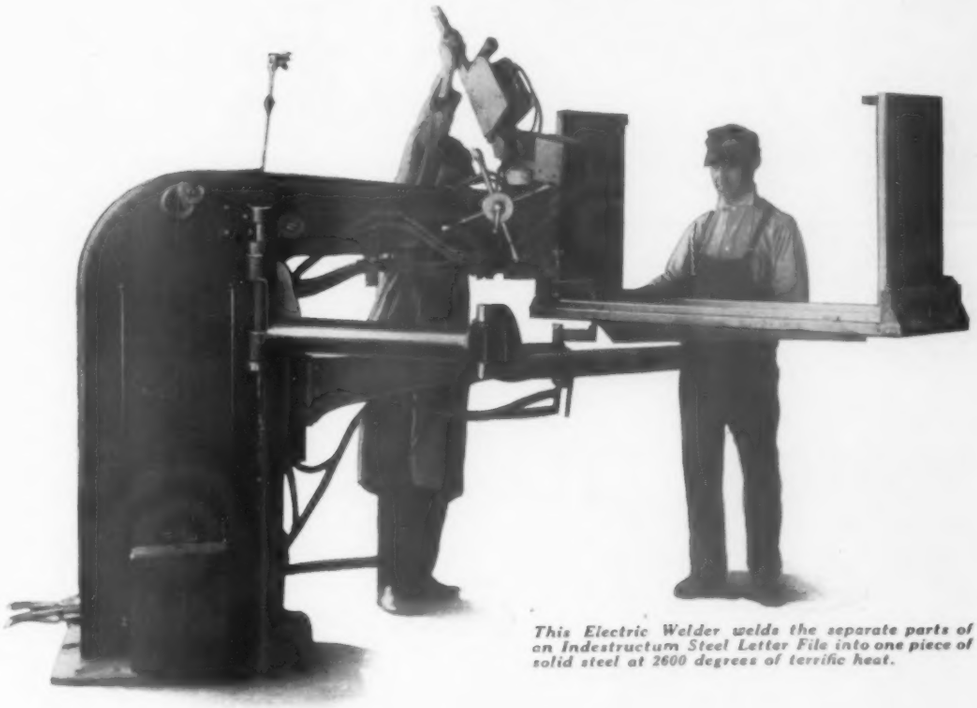
The loss of stock at the time of the fire caused a temporary disturbance of prompt service, but they are again prepared to take care of the needs of their trade.

Saturday Closing for Toledo Stationers.

All the stationery stores in the city of Toledo, Ohio, have agreed to close their stores at 12 o'clock noon on Saturdays from April 1 to October 1. This action will afford proprietors and assistants a much-appreciated half-holiday during the warm weather.

New Indestructum Steel Letter File

"Built Like a Skyscraper"



This Electric Welder welds the separate parts of an Indestructum Steel Letter File into one piece of solid steel at 2600 degrees of terrific heat.

These spots which do not show on finished file, mark where parts are fused into solid metal.

NO bolts, no rods, no screws, no nuts, no rivets. Case and drawer are each fused into one piece of solid unbreakable steel.

Built with a framework of channeled steel—hollow, light, strong, rigid. This prevents warping, sagging, "weaving."

Beautiful "limousine" finish, in olive green, quartered oak, or San Domingo mahogany.

A cold chisel and hammer cannot bend or loosen the drawer rail. It is welded into one solid piece of metal with the drawer.

DRAWERS will run silent, light, and smooth for 100 YEARS, without repair or attention.

Write us today for brand-new 120 page catalog of Shaw-Walker steel and wood files, filing supplies, etc.

We have agencies in nearly all leading cities. Write for name of nearest dealer.

SHAW WALKER

MUSKEGON, MICHIGAN

NEW YORK - - - - 60 Franklin St
CHICAGO - - - 109 S. Wabash Avenue
WASHINGTON - - 728 13th Street, N. W.
LONDON, E. C. - - - 33 St. Bride St.

Where not represented, we ship Indestructum Files direct on approval.

SPURGIN'S
PATENTED
Rubber-Tipped Copying Cloths

To prevent fraying, and for better service, the ends are bound with flexible rubber strips, permanently imbedded in the fabric. Made of a specially bleached twill, to insure longer wear. Adapted to any style of bath. Can be boiled without injury. 45,000 dozen sold.

Trial dozen, size 10 x 12, 85c postpaid. Cheaper in quantities. Special sizes to order.

Write for descriptive matter and trade discounts.

SPURGIN MFG. CO., Inc.
MAKERS THE "SOMETHING BETTER" LINE
304-306 W. 69th St. CHICAGO

The Hamilton Steel Safe

is an attractive piece of furniture—practical, moderate in price and a ready seller. The Hamilton Safe has large capacity in small space. Regular finishes—Mahogany and Olive Green Rub.

Liberal commission to dealers.
Send for circulars and full information.

The Hamilton Manufacturing Company

Main Office and Factories, Two Rivers, Wis.
Eastern Office and Warehouse, Rahway, N. J.
Chicago Office, 431 South Dearborn Street

The Durkin Typewriter Company
and Affiliated Companies of PITTSBURGH, PA.

Wholesale Dealers in Second-Hand and Rebuilt Typewriters. ALL MAKES. Latest Wholesale Bargain Price List upon request.

Also Manufacturers of the World Wide Known "MODERN" DUPLICATOR. The "Modern" Duplicator is free from Glue and Gelatine. It will, therefore, wear and give equally good results in any climate. It is the BEST DUPLICATOR for duplicating or printing from 10 to 75 duplicate copies of anything you write, trace or draw, with pen and ink, pencil, or typewriter, in from one to five colors at same operation. Can be used many times each day. Four sizes $3.00 to $7.00. Write right now for exclusive agency.

"SIMPLIFIED INSTRUCTION BOOKS" FOR OPERATING ALL LEADING STANDARD TYPEWRITERS 25c each retail or 10 cents each to dealers. Send 11c stamps for sample prepaid.

Interesting Line of Steel Products.

One of the most practical lines of steel products is that put out by the Terrell's Equipment Company of Grand Rapids, Michigan. These goods are substantial and sightly and are made adjustable so that shelves can be quickly and easily altered in position. Uniform units may be added as more filing or book space is required. The devices are packed knocked down for shipment, and are easily assembled, almost entirely by the use of interlocking slip joints. There are few bolts in the construction of these devices.

A recent folder of the Terrell's Equipment Company illustrates Terrell's steel cupboard type, N. C., an illustration of which is shown herewith. The folder also illustrates and describes Terrell's steel sectional bookcase, type B. C.; Terrell's steel wardrobe, type N. W., and Terrell's steel shelving, type C. R. I.

The steel cupboard illustrated differs from the wardrobe only in that the interior equipment consists of shelves and compartments. The cupboard forms a fine cabinet for the storage of office supplies, small tools and other articles of value. It is particularly useful for storing articles of different sizes on account of the adjustable

Terrell Adjustable Steel Cupboard.

feature of the shelves. The manner in which the shelves may be adjusted may be seen by examination of the illustration herewith. Each shelf is punched for vertical dividers on two-inch centers, so that it may be quickly subdivided into compartments by the insertion of partitions. The shelves are strongly reinforced to prevent sagging, and are adjustable on one-inch centers.

Unique Exhibit Service.

The Multiplex Display Fixture Company of St. Louis has equipped a large booth at the Panama-Pacific Exposition in San Francisco, in which they are displaying an interesting array of Multiplex display fixtures. This exhibit is a co-operative affair to a certain extent, since many of the leaves in these fixtures will be used by different manufacturers to advertise their products, and these manufacturers will contribute to the expense of maintaining the co-exhibit during the ten months of the exposition.

In order to attract the attention of visitors to the Multiplex booth a number of the Multiplex leaves will be turned constantly by means of electric motors. These leaves, being placed under the stage lighting canopy tops,

BEST 20 YEARS AGO—BEST TODAY

A

These envelopes are composed of fine 60 lb. Manilla paper, reinforced by two separate pieces of pulp board, one on each side. The cut represents the envelope open with photograph laid in. Fold over back marked B and seal with gummed laps A.

LAVETTE'S PATENT PHOTO MAILING ENVELOPES should be featured by every stationer, also the leading dealers are selling them and find them profitable. Properly displayed, they will sell themselves.

JOBBERS AND RETAILERS

Do not let your stock of LAVETTE'S patent envelopes run low. LAVETTE'S will give your customers complete satisfaction. Some are quite necessary in these days and besides they will pay you well. Display them in the window and on the show case and, incidentally, make a few calls on photographers and others who would have occasion to use quantities of them. The profits will please you.

You ought to know them—place your order now

	Price to Retailers	Price to Consumers	Packed
Cab. Size—4¼x7 inches	$1.00 per 100	2 for 5 cents	100 in a box
No. 2—5½x7½ "	1.50 " "	3 " 10 "	100 " "
" 3—6x8½ "	2.50 " "	5 cents each	100 " "
" 4—8½x10½ "	3.50 " "	10 " "	50 " "
" 5—6x10½ "	2.50 " "	5 " "	100 " "
" 6—8½x11½ "	3.50 " "	10 " "	50 " "
" 7—8½x13 "	3.50 " "	10 " "	50 " "
" 8—7x9½ "	2.50 " "	5 " "	100 " "
" 9—12x14½ "	4.55 " "	15 " "	50 " "
" 10—10x12 "	3.75 " "	10 " "	50 " "

Display box containing 60 envelopes or 1 doz. each of 5 different sizes, $1.75 per box. For sale by all up-to-date jobbers.

For samples, circulars, etc., write to

H. C. LAVETTE Patentee and Sole Manufacturer

Telephone Monroe 6778 **224 S. Jefferson St., Chicago**

Ideal Tubular Stands

No. 3 Combination Typewriter Stand

are now used by practically all leading manufacturers of office machinery of every kind for which a stand is necessary.

If you are interested in a stand that will increase the value of your product, send us your specifications and we shall be pleased to submit sample with quotations at our risk.

The cuts herewith show but two of a great variety of styles.

Cut at left shows model No. 3 combination portable and rigid typewriter stand. Same model with all its advantages will be furnished for any other office machinery.

Mount your machine on our stand, roll it to your work, throw the crank to other side, and you have a rigid stand.

Write for circular with prices and discounts.

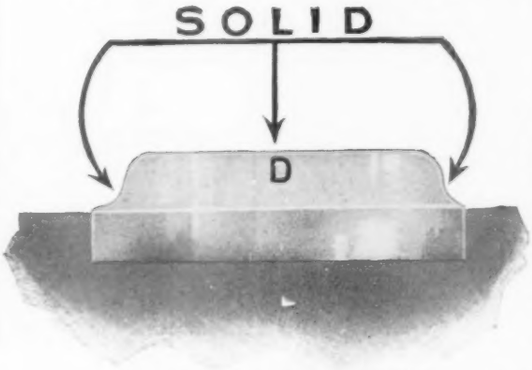
Burroughs Adding Machine On Our Stand

Fowler-Manson-Sherman Cycle Mfg. Co.

1447-1455 W. Austin Ave., Chicago

A SOLID CELLULOID TAB GUIDE CARD

That means the strongest, most practical and sanitary guide card you can buy at any price. In the tab is the wear.



THE HUB-O SOLID CELLULOID TAB
Made in 1", 1½", 2" width Tabs.
Patd. 11-10-14.

Here is where

The Hub-o Solid Celluloid Tab Guide

is supreme. This guide has a tab made of solid celluloid (not merely pasted over a card tab, but solid celluloid through and through with no exposed edges). It is pleasing to the eye, clean, sanitary, and will outwear five of the ordinary kind. It cannot soil, break or fray.

Send for free sample, prices and catalogue. Made in card, letter, legal, invoice and special sizes.

The J. C. Hub Mfg. Co.
Cleveland, O.

Set No. 25.
SOLID CELLULOID TAB GUIDES.
Made in Pink, Blue, White Tabs.
Patd. 11-10-14.

Good—Better—Best

Select from these three, Which shall it be?

There are many GOOD Typewriter Ribbons and Carbon Papers on the market—a few BETTER lines—But—

ONLY ONE BEST LINE.

The question then is—Whose line is BEST? Why not decide this question once for all?

Try out—Test out Carefully

several of the better lines, and find THE BEST. You will know it when you try it, and knowing, you will talk with assurance to your salesmen and to your customers. You will be in position to increase your sales. You will do better business—bigger business—more satisfactory business with the BEST LINE MADE.

If you will investigate and compare, you will undoubtedly handle

The Ault & Wiborg Line

The BEST and BIGGEST Line of

Typewriter Ribbons and Carbon Papers

in the World.

MANUFACTURED BY

The Ault & Wiborg Co.

Factory and General Offices

CINCINNATI, OHIO

Branch Offices in the Principal Cities

will flash into view and attract the attention of everyone who comes into the Palace of Varied Industries.

The company furnishes manufacturers with poster stamps in several colors, calling attention to the Multiplex exhibit. The company has attendants at its booth who will take care of all visitors and see that they make an examination of other things of interest as well.

When visitors show interest in any particular exhibit, one of the attendants at the booth will secure his name and address and fill out a small report blank provided for the purpose. This report blank will be mailed to the co-exhibitor's home address or given to the San Francisco representatives.

A Practical Feature of Meilink Lines.

One of the most interesting, and a very practical feature of the new line of sectional steel filing cabinets just placed on the market by The Meilink Manufacturing Company of Toledo, Ohio, is the absence of what are commonly termed "finishing" and "reducing" tops. The former are to finish off the top of a stack of sections, and the latter are to use in a stack arrangement of two depths of sections.

These have been eliminated in the new line as it is so designed that the top of every section is finished, and in stack arrangements the top section always finishes the stack. The top of the 25-inch depth (front to back) sections are designed, in addition, so that they permit the use of 17½-inch sections set directly on them. In this way a finished ledge or shelf is formed in stack arrangements of the two depths of sections, without an extra piece.

This is a feature entirely new in steel cabinets, and is the means of a considerable saving of money to the purchaser of filing equipment because he has to buy nothing but the actual filing units and the base on which to stack them.

The whole line is designed and built so as to take full advantage of all the natural economical values in steel construction.

These points are described and illustrated very effectively in a folder the company has just issued.

Malleson on Southern Tour.

T. T. Malleson, export manager of the Royal Typewriter Company, has recently left for an extended tour through the West Indies and Central America. Mr. Malleson will return by the way of San Francisco, Vancouver and Winnipeg, calling on all the Royal agents in those territories.

McGrew Comes to Chicago.

A. W. McGrew, recently export manager of the Royal Typewriter Company, and prior to that connected with other leading typewriter companies, is now manager of the Dictaphone Department of the Columbia Graphaphone Company, at 12 North Michigan avenue, Chicago.

Mr. McGrew brings to Chicago an experience in the field which ensures his success in his new work. As a careful, analytical student of business conditions and thoroughly experienced in the introduction of economical systems in modern business offices, Mr. McGrew is sure to make a good impression in Chicago.

Office Appliances congratulates him upon his connection and compliments the Columbia Graphophone Company upon its choice of a representative.

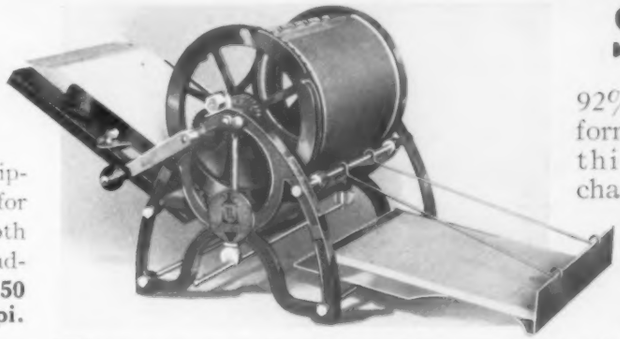
An Explanation.

In the December, 1914, number of Office Appliances there appeared an article entitled "Office Equipment in

Rotospeed Stencil Duplicator

Costs $25.00

with complete equipment and supplies for printing copies of both typewritten and hand-written forms. **$27.50 west of Mississippi.**



Saves

92% on the cost of form letters—two-thirds printer's charge for hundreds of miscellaneous jobs.

20c For a Thousand Copies

That's all that it costs to print form letters and other printed matter with a Rotospeed

If you use more than fifteen copies of any letter or form, it's a tremendous WASTE of time and energy to make carbon copies. A Rotospeed will print them better and cheaper and quicker.

The average operator prints 75 to 100 copies per minute.

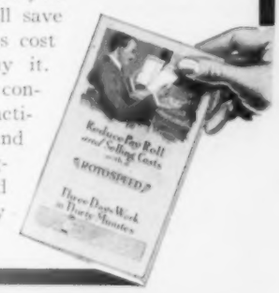
Form letters, printed on a Rotospeed, look like typewritten originals. The type is just as heavy but no heavier. They fill in perfectly.

The Rotospeed is peculiarly adapted to printing ruled forms that can be filled in on the typewriter. They are always spaced exactly right.

Eight exclusive features make the Rotospeed a practical, clean and accurate duplicator.

Free Trial

This free folder tells how we place the Rotospeed in your own office where you can use it under your own conditions for ten days, free of charge. You take no risk. Let your office boy run it. Prove to yourself that it will save many times its cost before you buy it. The folder also contains many practical money and time-saving suggestions. Send for it — Today —NOW.



The Rotospeed Company, 603 West Fifth Street, Dayton, Ohio

The New Pneumatic Fountain Ink Well

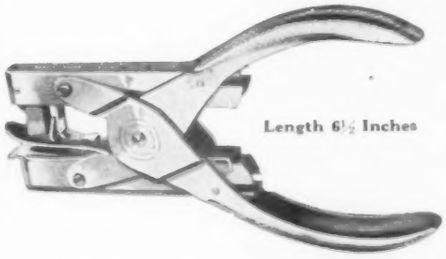
In this well we have one that has the advantages over every other well heretofore placed on the market of—(1) It has no inner mechanism to get out of order, no valves or floaters; (2) The ink cannot splash; (3) Just enough ink is let down into the fountain to wet the pen and not the holder, thus eliminating soiled letters, soiled pen holders, soiled fingers, needless waste of ink, etc.; (4) Air cannot reach the ink, therefore it never thickens;

(5) Dust cannot reach the ink, hence, no sediment and the well never needs cleaning; (6) The last drop of ink is just as good as the first, and the last drop can be used before filling the well again; (7) The well needs filling but about once a year; (8) It saves 80% of the ink bill; (9) The ink is retained in the globular top, which adds to the appearance, and prevents mistakes in dipping the pen into red ink for black, and vice versa.

AGENTS WANTED EVERYWHERE

Write us for prices, discounts, territory, etc.

Also write us relative to our Clipless Paper Fasteners, shown below, and for our little booklet—"A Few Exclusive Talking Points on the Genuine Clipless Paper Fasteners."



Length 6½ Inches

CLIPLESS PAPER FASTENER COMPANY

Sole Manufacturers and Distributors of the Pneumatic Fountain Ink Wells and the Genuine "Hand" and "Stand" Clipless Paper Fasteners.

NEWTON, IOWA

Cable Address "Clipless"

Height 5⅛ Inches.

The Printing Trade

can profitably utilize some of prestige which Old Hampshire Bond has gained through our publicity advertising work.

By merely calling the attention of your customer to

Old Hampshire Bond

when you receive an order for business stationery, you will find that you are mentioning "the paper your customers know."

We have given active and helpful co-operation to a large number of printers; perhaps we can help you, if you will write us.

Hampshire Paper Co.

We Are the Only Paper Makers in the World Making Bond Paper Exclusively

South Hadley Falls, Massachusetts

MEMBER
PAPER MAKERS
ADVERTISING CLUB

Australia" written by C. E. Styer. The editorial reference to Mr. Styer mentions him as formerly a member of the staff of Stott & Hoare of Australia. To be definite, Mr. Styer made his headquarters with Stott & Underwood, the Sydney branch of the Stott & Hoare chain. The firm of Stott & Hoare are the Australian representatives of such American concerns as the Underwood Typewriter Company, the American Multigraph Sales Company, A. P. Little, Inc., etc., and have branches in the five capital cities of Australia.

A Protest.

One of our subscribers in Yokohama, Japan, calls the attention of Office Appliances to an article in an American book of office organization and management. It appears that this article makes the broad statement that wood is superior to metal in durability and fire resisting qualities. It seems that the writer of the book bases his statement on a so-called test in which a wooden cabinet made a better showing than a steel cabinet.

Such statements and similar statements on the other side of the controversy create a bad impression for both sides. References to the relative fire resisting quality of steel and wood can be eliminated from the argument altogether without injustice to any one concern. There will always be a demand for both steel and wood filing cabinets and office furniture. Each has its place and there will always be great armies of people who will select both kinds of construction. Each has its advantages, but an argument based on the relative fire resistance as between steel and wood would seem to be futile and profitless.

Congratulations to Mr. Beaumel.

Office Appliances extends congratulations and good wishes to Mr. and Mrs. Walter David Beaumel of Brooklyn, N. Y., The occasion for this is their marriage, which occurred on Wednesday, March 24, at Brooklyn, N. Y. Mrs. Beaumel is the daughter of George N. Joyce of Brooklyn. Mr. and Mrs. Beaumel will be at home after May 1, at 142 Van Buren street, New York.

Mr. Beaumel is a son of D. W. Beaumel, and is a member of the D. W. Beaumel Company, manufacturers of fountain pens at 35 Ann street, New York.

Edison Purchasing Agents Elect Officers.

At the recent meeting in Buffalo of the Association of Edison Purchasing Agents, the following officers were elected for one year:

W. H. Francis, president, purchasing agent, Edison Electric Illuminating Company, Boston, Mass.; Andrew Banks, first vice-president, purchasing agent Consolidated Gas, Electric Light and Power Company, Baltimore, Md.; J. W. Brennan, second vice-president, purchasing agent Edison Illuminating Company, Detroit, Mich.; D. R. Blaicher, treasurer, purchasing agent Minneapolis General Electric Company, Minneapolis, Minn.; H. F. Frasse, secretary, purchasing agent Edison Electric Illuminating Company, Brooklyn.

"What Your Handwriting Reveals."

Office Appliances has been favored with "What Your Handwriting Reveals," a book written by the graphologist William Leslie French, and published by the Spencerian Pen Company, 349 Broadway, New York, N. Y. "What Your Handwriting Reveals" is most interesting reading matter for anyone. Persons who desire may send ten cents for a copy of the book and twelve different styles of Spencerian pens.

Experienced Labor Only Employed to Make Our High-Grade Line of Cabinets and Supplies

Sectional One Drawer Sanitary Vertical Letter File.

Chicago Salesrooms
319-321 West Adams Street

New York Salesrooms
394 Broadway

Walk thru our factories, from dry kilns to finishing rooms, and you will remark the *systematic* and *careful* manner in which each man does *his* part of the *work*.

Our workmen have been born, raised and taught in this work, and have studied so painstakingly that each is an expert in his line. *Quality Work is bred in them.*

Our workmen turn out the *highest grade* cabinet work possible and you are offered the benefits in *larger profits*.

THE WABASH CABINET CO.

Manufacturers of Systems, Filing Cabinets, Filing Cabinet Supplies and Fine Cabinet Work.

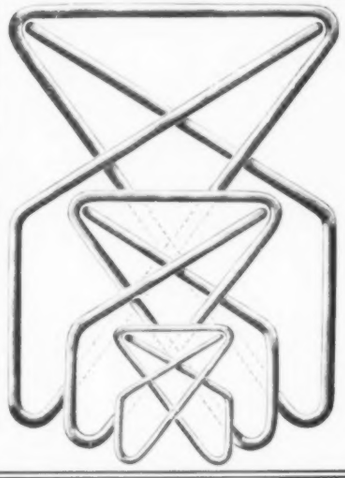
Main Salesrooms, Executive Offices and Factories

Established 1883 **WABASH, INDIANA**

Two Drawer Solid Card Cabinet.

Current Catalogs, Leaflets, Circulars, Price Sheets and Samples Furnished on Request.

THE "IDEAL" PAPER CLAMPS



(PATENTED)

The points are protected. Instantly applied—observe the cut. There are four impinging points, giving a firm and evenly distributed grip on the papers.

These clamps are unequaled for systematizing correspondence and keeping a desk neat and orderly.

No. 1 Ideal Clamp (Large) - *25c.* per dozen; *$2.50* per gross (*12* boxes each, 1 dozen)

No. 2 Ideal Clamp (Medium) - - *25c.* per box of *50*

Ideal Paper Clips (Small) - - *5c.* per box of *100*; *50c.* per carton of *10* boxes; *45c.* per *1000* bulk

SAMPLES SENT UPON REQUEST

CUSHMAN & DENISON MFG. CO., 240-2 West 23d Street, **New York**

No Competition

Your customer can't say, "I can get one like it elsewhere for less money," because there's nothing like this cabinet on the market. You sell the Uhl on its merits and we help you with advertising. The

UHL ART STEEL Typewriter Table-Cabinet

is built of steel with built-up wood platforms. Handy, handsome, compact. Closed it takes only 4 sq. ft. of floor space in your wareroom or in your customer's office. Open it affords as much room as bulky wooden desk. Easily moved on casters or can be locked stationary by throwing lever. **A nationally advertised article.**

15 Days Free Trial-- We take the risk while you prove the value of this cabinet to your trade. We are also manufacturers of typewriter and telephone stands and chairs, magazine and catalog stands, desks, factory stools, etc. Catalog free. Write for our bonus plan, the only scheme that gives the small dealer the same opportunity as the large one.

Write for Literature

The Toledo Metal Furniture Co., 2565 Dorr Street, Toledo, Ohio

The "Desk with Brains"

Speed Up Your Work

How it impresses your client when you can produce any needed document from your files without the slightest delay! He feels that you know your business and that you are the right man to take care of his, too. With the "Desk with Brains" you can produce any needed document instantly, for it is filed literally at your finger tips.

Good arrangement in an office not only makes the work quicker, easier and surer; it also makes the office more attractive.

Browne-Morse Filing Cabinets

because of their beauty of design and finish, are especially favored by wise business men. The famous "Desk with Brains" is included in this line: It gives you a desk that meets your individual requirements.

We'll take pleasure in helping you select and arrange your office furniture to best advantage. Let us give you the benefit of our experience.

Browne-Morse Company
410 McKinney Avenue
Muskegon, Mich.

To Dealers:

The Browne-Morse line is favorably known to you as well as to the general public, on account of its high standard of quality, its completeness, and its moderate prices. National advertising adds to its saleability. Why not drop us a line and learn about the interesting proposition we make to dealers?

New Cuspidors Feature of I. & M. Line.

The Ireland & Matthews Manufacturing Company of Detroit, Michigan, has just brought out five new designs in sanitary brass cuspidors. This company originally designed many of the best selling cuspidors on the market. Their policy is to be in the lead in their particular line.

The No. 33 is made from a single sheet of brass—not a

No. 25.

soldered seam in it—it is strong enough to support the weight of a heavy man without bending or breaking.

The No. 30 and 39 are the latest designs in absolutely sanitary cuspidors.

The No. 38 is a small edition of the popular No. 28—an

No. 30.

No. 33.

original design of this company that has been extensively copied—and the No. 25 has been improved by the new eight-inch top.

Particulars and prices of the full line of "Quality"

No. 38.

No. 39.

cuspidors will be sent to any dealer who wishes them.

In selling this line the dealer has the satisfaction of knowing that he is handling up to the minute designs.

M. Roux Arrives in U. S.

M. Antony Roux of Paris, France, arrived in New York on March 30. M. Roux desires to make arrangements with American manufacturers of office equipment devices to represent their lines in France.

Appointments may be made with M. Roux through this magazine.

The Line-a-time Earns Fifty Cents a Day or More

for every typewriter or billing machine with which it is used.

Increases typist's speed and output of each machine 30 to 50 per cent daily—Enables the typist to utilize for transcribing the time she would otherwise spend bending over note book or other copy.

Eliminates errors—Saves the typist from strain on the eyes, nerves, neck and back that go with bending over a note book or record sheet, "finding the place," and "getting the connection," a thousand or more times a day.

Is Made in a Variety of Sizes

to support any "copy" from stenographer's note book to any size statistical report sheet or legal document.

It stands behind the typewriter or billing machine, holds the "copy" directly before the eyes of the typist, and is operated by a light touch of the right hand little finger on the head of the spacing lever.

Office Specialty Salesmen will find the LINE-A-TIME needs only to be demonstrated to be sold. Proof of this assertion may be found in our catalog containing Gold Medal list of satisfied users. Our mail orders are tremendous in volume and we refer inquiries obtained from advertising. Write for catalog, prices and terms. Address

LINE-A-TIME MANUFACTURING COMPANY, Inc. 83 South Avenue, ROCHESTER, NEW YORK

GRAND RAPIDS STOW-DAVIS MICHIGAN

MARK OF QUALITY

Bank and Office Furniture

Get our catalog before submitting a proposal to your next prospective buyer.

We will help you in every way possible. Write to us.

STOW & DAVIS FURNITURE COMPANY

80 FRONT AVE., S. W. GRAND RAPIDS, MICH.

PROUDFIT

As A Catalog Binder

No Limit to Its Possibilities!

Made in all bindings, styles and sizes, with or without handles. **Opens flat** and saves several pounds in weight and several inches in width over post binders. Catalog No. 23 is now ready.

We make "Proudfits" for every possible Loose Leaf use

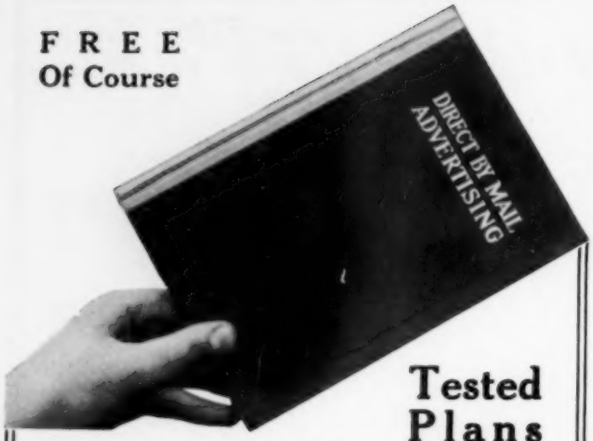
THE Proudfit LOOSE LEAF Co.

FACTORY AND MAIN OFFICE:

GRAND RAPIDS, MICH., U. S. A.

BRANCHES IN ALL LARGE CITIES

FREE
Of Course



Tested Plans for Stimulating Sales

Elliott Addressing Machines are used by scores of big concerns like Montgomery Ward & Co., who have a mailing list of six million names. They are also used by any number of concerns who have a mailing list of only one hundred names.

A few of the many ways in which Elliott owners use their machines to stimulate sales by result-getting mail advertising are described in our new book "Direct By Mail Advertising." It will open your eyes to business-getting possibilities that you may be overlooking. It will be sent without charge to any officer, advertising or sales manager who writes for it on the firm's letterhead.

An Elliott Addressing Machine for $35

Your sales can be increased by means of effective and persistent mail advertising. You know that you ought to do more of it.

But the cost and time of addressing your mailing list usually stands in the way. That's why you need an Elliott. It will address your list—small or large—at a fraction of the expense and time consumed by hand or typewriter addressing.

The Elliott Addressing Machine also lessens your bookkeeping expense. You can use it for heading your monthly statements. It will address shipping tags. It will print your pay envelopes, pay sheets, time cards and work tickets.

The cost of an Elliott Addressing Machine need not stand in your way. For only $35 you can buy the hand addressing machine which meets every requirement for any business with a small mailing list.

This $35 Machine addresses circulars or envelopes at the rate of 1500 per hour. Compare this with costly addressing by hand or typewriter which cannot be done more rapidly than 100 per hour. Figure the saving!

The machine is simply and durably constructed. It can be operated by any boy or girl in your employ. It will be shipped on 30 days' trial.

We make other machines as follows:

Foot Addresser $90, 3000 addresses per hour.
Power Addresser $185, 4000 addresses per hour.

Pin coupon or write on your business letterhead for the book.

THE ELLIOTT CO., Cambridge, Mass.

COUPON

The Elliott Co.,
Cambridge, Mass.

Please attach to your business letterhead

Please mail me your book, "Direct by Mail Advertising." We have a mailing list of ..... names and would like to address it about ..... times a year. O. A.

Name .....

Position .....

Address .....

The Inner CIRCLE

¶ F. A. Sayre, a dealer in typewriters and typewriter supplies at Pittsburgh, Pa., claims to be the oldest typewriter man in the United States. He sold the first Remington machine to be sold in Kansas City to Jesse James and took dinner with the ex-bandit on the day he made the sale.

* * *

¶ Alexander Scarlett, prominent in the office appliances' field of the west and particularly in North Dakota, some few years ago was a colonel and aid de camp to the governor of his state. Colonel Scarlett headed the first regiment of the North Dakota National Guard.

* * *

¶ Charles J. Stromberg, president of Stromberg, Allen & Co., printers and stationers, Chicago, is a skillful and enthusiastic golfer. Some months ago his favorite recreation caused him a painful injury. His golf ball in early flight hit an intervening object and rebounding struck Mr. Stromberg's eye-glasses, smashing them and driving glass into one of his eyes. For a time serious results were apprehended from this rather remarkable accident.

* * *

¶ Alfred Hall, vice-president of the Wizard Manufacturing Company, Boston, Mass., is one of those Englishmen who "talk United States" like one "after the manner born." He has been a great traveler in this country, and is familiar with people and conditions from coast to coast.

* * *

¶ F. F. Harris of the Chicago Office of The Carter's Ink Company, is a reader and a student of business conditions and of the current literature of business. He follows the trend of events carefully and will be found to be well posted upon nearly all current business events and ideas.

* * *

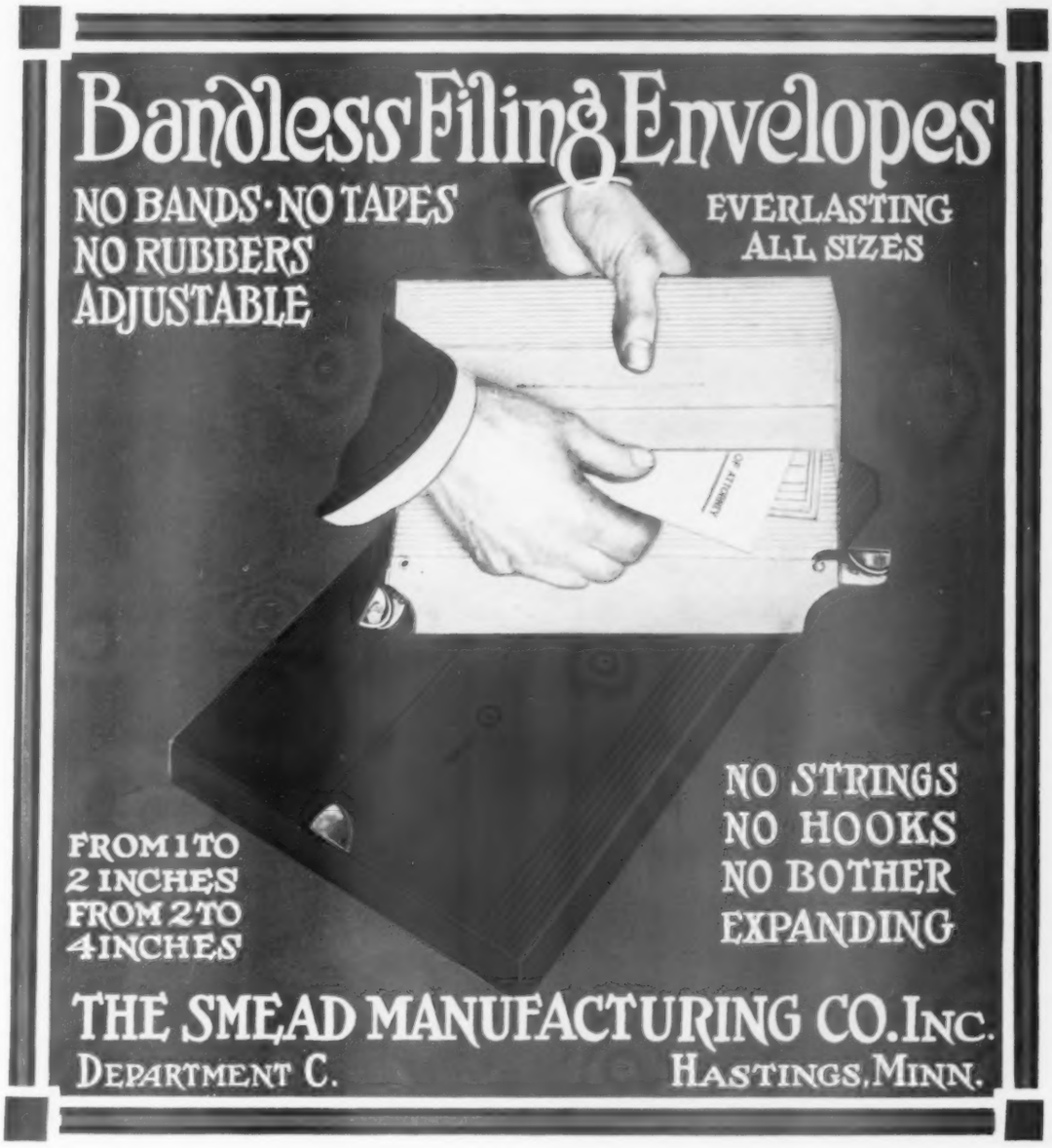
¶ Ludwig Edler of the firm of Edler & Krische, manufacturers of loose leaf books and kindred devices at Hannover, Germany, is an officer in the German army. Since the outbreak of the war Office Appliances has received no word from him, and sincerely hopes he may still be living and that he will emerge safely from the conflict.

* * *

¶ Arthur F. Duhme, who is among the men who make themselves felt in the loose leaf selling fraternity, was born to the jewelry business, his father, Herman Duhme, having been known some eighteen or twenty years ago as the "Tiffany of the West." The Duhme establishment was at Cincinnati.

* * *

¶ Walter B. Peabody, president of the Boston Index Card Company, Boston, Mass., is a motorist who takes delight and full advantage of the fine roads of New England and New York. He employs the automobile freely for business and pleasure and makes it pay dividends both ways.



The Envelope for All Time
Free Catalogue and Samples.

Get Ready —Now

—for the biggest Fall business in history. Be a factor in developing America's opportunity.

The 12th Annual New York Business Show and Efficiency Exposition, October 25th to 30th, 1915, is your best medium to introduce new lines and add thousands of new customers for old.

Do you realize?—that each year develops an entirely new generation of prospects and buyers. The student of yesterday will pass on the merits of your goods to-day; the chief clerk of to-day is the buyer of to-morrow. You cannot ignore these new business factors and expect their favorable consideration. Equally important is the fact that your old friends will look for you at the Show; if you are not there to meet them is it not likely that they will find new buying channels?

This country is on the way to the biggest business in its history—October will be in the very zenith of this activity. The New York Business Show will place you in the most conspicuous arena of this commercial action insofar as the business equipment field is concerned.

To the Show will come the very people you want to reach—the biggest buyers in the country—in a body, under one roof and in a receptive frame of mind; for they are coming deliberately to *see* the newest and best in office appliances. Think this over. Your best judgment will tell you it will be wise to invest the small amount necessary and be on hand to meet these thousands of buyers at the Show.

We have and are getting signed contracts for space now. The most prominent locations are limited and will soon be snapped up. 'Phone, wire or write us regarding *your* space *NOW*.

Annual Business Show Company

FRANK E. TUPPER, President

150 NASSAU STREET **NEW YORK, N. Y.**

All Laurels for Typewriter Speed and Accuracy

have, since 1906, gone to the

Underwood

"The Machine You Will Eventually Buy"

STOP

Writing Names By Hand!

It "Slows Up" Your Efforts—
Kills Profits—

FOR the *same reason* that you use the telephone you will use the

Addressograph
TRADE MARK
PRINTS FROM TYPE

—when you understand its many advantages.

15 Times Faster

WHEN you see the Addressograph working you will realize how *slow* and *expensive* it is to write names, addresses and other data *by hand.* You will appreciate that the Addressograph is *15 times faster*—that it *does not make* mistakes or omisssions.

YOU will find the Addressograph far more than a "mere addressing machine." It is a *complete system*—that organizes your work—and puts it on a *systematic paying* basis. The Addressograph keeps lists of names up-to-date because it maintains them in perfect Card Index fashion.

EVERY time you write names by pen or typewriter you practice methods that nearly 50,000 firms, large and small, in 255 different lines *have found wasteful—and have replaced* **with the Addressograph.** When you write names **by pen or typewriter** you help pay for the Addressograph without getting its many advantages. *Why not get what you pay for?*

What It Does

THE Addressograph *Automatically* "typewrites" names, addresses or other data on forms of every nature. Anybody can operate it at a speed of 1,000 to 7,500 impressions an hour. The Addressograph prints from metal address plates which can be made in your office or by us. Type is embossed on these plates with the Graphotype—a simple machine—which is sold or rented.

WHEREVER lists of names are written, there, the Addressograph spells S-A-V-I-N-G in *time* and *cost.* Machines from $27 up—address plates as low as 1 cent each.

The Addressograph Co.
903 W. Van Buren St.
CHICAGO

THERE is an Addressograph at work in your town—possibly thousands of them. Ask some Addressograph user to show you his Addressograph—or see this wonderful system in one of our branch offices, (which are located in all principal cities)—

—or at the New England Business Show

Boston
April 12 to 17

Booths
54
and
64

"Just Like Typewriting"

"Seeing is Believing"

For the Attention of the Manufacturer

Berlin, Germany.

Copir-Union, Helmstedterstrasse 29, Berlin-Wi I, Germany, is open for sale agencies in the following American lines: Typewriter supplies, duplicators, and other office equipment and supplies. The company has been established for twenty years in Berlin and its travelers cover important parts of Europe and Africa and also some points in Asia. Correspondence may be addressed to M. A. L. Fürst, manager.

Billings, Mont.

The Chapple Drug Company has leased a store next door to their present premises and will add a special department devoted to fine stationery, commercial stationery and books. This is an old and reliable concern.

London, England.

Quadruplex, Ltd., is the name of a prominent English firm which manufactures and distributes "everything for the office." The firm is desirous of securing the agency for some attractive, quickly-selling American office specialty which sells for about $4.00 or $5.00.

Madison, Wis.

C. N. Kelley, manager of the Madison Typewriter Company, 24 North Carroll street, Madison, has had eight years' experience as salesman for the Remington and has now started in business for himself. Mr. Kelley will be pleased to hear from manufacturers of rebuilt typewriters, ribbons and carbons, copyhilders, typewriter accessories, small adding machines, check protectors and other office appliances.

Oakland City, Ind.

J. W. Cockrum Printing Company, Oakland City, Ind., are issuing a catalogue of bank supplies, and wish to receive catalogues from all manufacturers of bank and office equipment. This concern is in the mail order bank printing business and solicits business from banks all over the United States, and to these banks the J. W. Cockrum Printing Company's catalogue is mailed.

Ponce, Porto Rico.

Manufacturers of the following lines will do well to get in touch with J. C. McLean & Company, P. O. Box 128, Ponce, Porto Rico, manufacturers' agents and commission merchants. The lines desired are: Memorandum books, bookkeepers' books, shopping books, tally books, and blank books of all kinds.

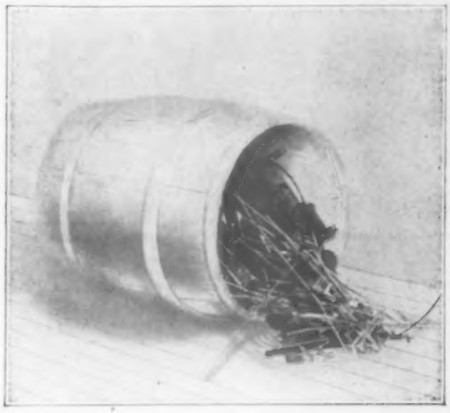
Toronto, Ontario.

C. F. & E. J. Earls are manufacturers' agents at 21 Scott street, Toronto, Ontario, Canada. Office appliance manufacturers who are desirous of representation in Toronto are requested to get in touch with C. F. & E. J. Earls.

Wilmington, Del.

The Jarrell Typewriter Exchange is a new $50,000 company with offices at 810 Market street. The company will

Would You Pay
A Dollar A Pound For This?



We'll admit that the whole barrel full is worth perhaps as much as two cents. Yet there are people who are paying as much as a dollar a pound for scrap like that shown in the picture. We'll explain:

The first step in rebuilding a typewriter after it has been dismantled is to discard all worn parts. Here is one of the operations which distinguishes a really rebuilt typewriter from one which is posing as a rebuilt. When you buy a

RETYCO
Rebuilt Typewriter

you can be sure that in the Retyco rebuilding process there have been relegated to the scrap-heap all parts which are even slightly worn and new parts substituted. So in a *Retyco Rebuilt Typewriter* you know you're not paying a dollar a pound for scrap worth one one-thousandth of that. The scrap-barrel shown above is just one incident in the thorough process which makes the word "Retyco" synonymous with dollar for dollar value.

REBUILT TYPEWRITER CO.

Display Rooms: 207 South Dearborn Street
21 South Clark Street

Factory: - - - 312-328 North May Street

CHICAGO, ILL.

Send for our April Price List if you haven't received it.

SIMONSON

Patented Metal Tip Guides

For Vertical Letter Files, Card Systems and Check Files, are Indestructible

None genuine unless stamped U. S. Patent No. 794,749 on Metal Tip.

FREE Samples Sent on Request.
Discounts to Dealers.
R. A. SIMONSON & CO.
122 S. Michigan Ave., CHICAGO

STOP THAT LEAK!

Decrease Your Fire Risk

The HANDY PRESS

will help you. Proved by years of service. All-steel construction.

Ask for information we want to tell you.

GRAND RAPIDS SALVAGE CO., Manufacturers
GRAND RAPIDS, MICH.

EVERY OFFICE OUTFITTER Should Sell This DESK CLOCK

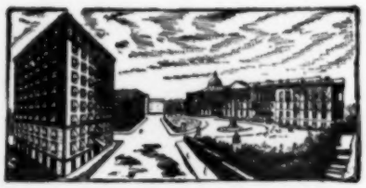
It is attractive and useful, and appeals to office men.

Retail price is low enough to make sales quickly.

Sample and terms mailed on request.

H. D. Phelps
Ansonia, Conn.

COMMONWEALTH HOTEL
(INCORPORATED)
Opposite State House, BOSTON MASS.



Offers rooms with hot and cold water for $1.00 per day and up which includes free use of public shower baths.

Nothing to Equal This in New England

Rooms with private baths for $1.50 per day and up; suites of two rooms and bath for $4.00 per day and up.

ABSOLUTELY FIRE PROOF

Strictly a Temperance Hotel *Send for Booklet*

STORER F. CRAFTS, General Manager

handle rebuilt typewriters, office specialties and supplies. They wish to receive catalogues and price lists from manufacturers.

Trade Opportunities.

Reserved addresses in connection with "Trade Opportunities" may be obtained from the Bureau of Foreign and Domestic Commerce, Washington, D. C., or from the nearest office by application in letter form. Applicants should mention file numbers. The list of offices follows: New York, Room 409 United States Custom House; Chicago, 629 Federal Building; Boston, 752 Oliver Building; New Orleans, 1020 Hibernia Bank Building; San Francisco, 310 United States Custom House; Atlanta, 521 Post Office Building; Seattle, 922 Alaska Building; St. Louis, 402 Third National Bank Building.

Office supplies and furniture, No. 14867.—An American consular office in Russia reports that a dealer in stationery supplies, whose foreign purchases amount annually to over $50,000, desires to be placed in communication with American manufacturers of steel pens, pencils, pen-holders, ink, paper clips and fasteners, note and letter paper, carbon paper, drawing and drafting paper, mathematical and drawing instruments, and office supplies and furniture. Correspondence should be in Russian, French, or German. Prices, terms, etc., should be stated, and samples should be submitted if possible.

Pens, etc., No. 14879.—An American consular officer in Italy reports that a dealer in his district desires to receive offers of manufacturers of pens, stylographic pens, and compasses. Correspondence should be in Italian.

Pencils, pens, ink and other stationery supplies, No. 14759.—A Russian merchant in the Far East informs an American consul that he wishes catalogues, price lists, and discount terms on American pencils, pens, ink, inkstands, and other stationery supplies.

Cash registers, etc., No. 14978.—A Portuguese firm advises an American consular officer that it wishes to act as agent for American manufacturers of cash registers, typewriting machines and catalogues are desired. Correspondence should be in Portuguese or French. References are given.

Typewriter supplies, automobiles, etc., No. 15073.—A business man in southern Europe informs an American consular officer that he desires to import typewriters. He desires to consider agencies for other lines of American goods. Correspondence and catalogues should be in Spanish, if possible. The consular officer requests that his office be supplied with duplicate copies of the catalogues.

Stationery, No. 15590.—The director of a large mining company in Europe has informed an American consular officer that he is interested in the importation of stationery. Correspondence may be in Spanish or English.

Stationery and supplies, No. 15858.—An American consul in South America reports that a firm in his district wishes to secure catalogues of books and stationers' goods and samples of stationery. Terms of payment, discounts, etc., should be given at once. Correspondence is preferred in Spanish, but may be in English.

Typewriters, etc., No. 15860.—An American consular officer in Russia reports that a business man in his district wishes to represent American typewriter manufacturers. He states that he is in a position to undertake agencies for other lines. He remarks that if necessary he is in a position to buy on a cash basis. Bank reference is given. Correspondence may be in English. Prices should be stated in Russian values. Quotations should be c. i. f. Russian ports.

Business is sensitive; it goes only where it is invited, and stays only where it is well treated.—Lewis

Art Metal office equipment has led the steel furniture industry for 28 years. "Art Metal Retail Service" is published for the purpose of informing the trade about its further progress.

Art Metal
Jamestown, New York
U·S·A

Retail Service

Read "Art Metal Retail Service" every month—every word. If you are already an Art Metal dealer, you will increase your sales thereby; if you are not, you will get some pointers. One Art Metal dealer is needed in every town.

Vol. 1, No. 5 Published by the Art Metal Construction Co., 33 Gifford Ave., Jamestown, N. Y. April, 1915

Largest U. S. Battleship Equipped Throughout With "Art Metal" Steel Furniture

Important Order for the Pennsylvania Gives Additional Proof of Art Metal's Superiority.

The Newport News Dry Dock & Ship Building Co., on behalf of The United States Government, has placed an order with the Art Metal Construction Company, Inc., for the complete equipment of steel portable and fixed furniture for the new battleship Pennsylvania.

All the berths, secretary bureaus, toilet cases, wardrobes and chiffoniers—for the staterooms; the dining tables, sideboards, and serving tables for the messrooms; the roll top, flat top, typewriter and bookkeepers' desks, filing cabinets, etc., for the offices, will be "Art Metal" steel.

The general finish will be olive green, but the grained mahogany will be used in the Admiral's, Captain's, and other main officers' quarters.

The U. S. S. S. Pennsylvania will be the largest United States dreadnaught afloat.

Art Metal Chosen Because of Known Quality.

Art Metal furniture was specified after thorough investigation by government experts on naval equipment.

The fact that every U. S. Battleship equipped with steel furniture contains Art Metal furniture is another example of Art Metal "Fitness for the purpose."

The reason why this work has been awarded to Art Metal is that the organization contains men who *know how* to build battleship furniture—men who have specialized on this work for years.

This is only one branch of our business. The same care that is displayed in battleship equipment goes into every Art Metal product.

Every detail of the smallest piece of furniture, whether a waste-basket or a bond box, is studied from the user's viewpoint, just as the equipment of the battleship Pennsylvania is studied from the user's viewpoint. Art Metal has a 28-year-old reputation for satisfying the customer.

That is one reason why Art Metal makes so much money for the retailers. First sales are easy and follow-up sales inevitable.

You can rest assured that The U. S. Navy makes no mistake in choosing its metal furniture; neither does Thomas A. Edison, Inc., or the great banks and life insurance companies and thousands of other concerns—that use Art Metal furniture.

If you are located where we have no Art Metal dealer, there is an opportunity open to you in handling The Art Metal Line. Write us at once for confidential terms. Mail coupon today, without fail.

"We will say that so far as we know, every file of the Art Metal Line which we have sold is a recommendation for us."
ANTHONY & COWELL CO.,
Providence, R. I.

Art Metal has jolted some mossy old notions about office equipment.

YOU should have heard the remarks made about Art Metal by wood-furniture manufacturers when we first began to make steel furniture, in 1887.

"Why," said they, "That stuff won't sell." But today our retailers' sales are so great, that those same manufacturers are building metal-equipment factories to share the trade.

"Steel will rattle," they went on—but we've made it as silent as a safe.

"It'll be homely and inartistic": yes—like a Rodin bronze or a Michelangelo gateway!

"It'll be costly"—we've made it worth *more* than the cost.

"It'll be —" well, they lost breath trying to find a real objection.

One by one, they're turning to metal manufacture, just as one by one, the retailers are replacing wood-equipment stock with steel.

The Thomas A. Edison engineers found by tests that because of our long experience in the steel industry, Art Metal was *years ahead* of the field in such important regards as design, finish, detail strength and dependability. That's what counts with *your* customers. Get our new catalog and confidential prices. Mail Coupon below, *today*. Yours for more business,

E. Elmo Lewis
Vice Pres. & Gen. Mgr.

Who's Who in Office Appliances
M. G. West Co., San Francisco

These people are real live wires. They have a good store, well stocked, and well managed. They also have a salesforce on the road which has turned in some big orders. In the last few years they have equipped a great many offices with Art Metal, resulting in profits to themselves. Mr. Ross R. West is in charge of the Art Metal Department, and Mr. Douglas A. Nye is Secretary of the Company.

Paragraph Philosophy

That kind of salesmanship which will unload upon a customer something he will be sorry for afterward and wish he had not bought is not the kind that helps to build trade by holding customers.

The more you can find out about what a man or a woman really likes and dislikes the better position you are in to sell them just what will give permanent satisfaction.

Grand Rapids Furniture Record.

New Art Metal Catalog

Our January, 1915, catalog is now ready. If you have not already received one, write us today, using coupon below. Supersedes all previous catalogs of Art Metal Steel Office Furniture and Filing Supplies. It is No. 757. Extremely important for stores that wish to keep up-to-date on the standard line of metal furniture.

Office Managers

are cordially invited to inspect our special displays. These are shown in all Art Metal branch offices, as follows:

New York, 1460 Woolworth Bldg.
Philadelphia, 825 Chestnut St.
Boston, 227 Tremont Bldg.
Baltimore, P.O. 851-844 Equitable Bldg.
Washington, 203 Southern Bldg.
Pittsburgh, P. O. 952-2435 Oliver Bldg.
Cleveland, 1451 Leader Bldg.
Cincinnati, 2003 Union Cent. Life Bldg.
St. Louis, 1724 Railway Exch. Bldg.
Kansas City, 709 Walnut St.
Dallas, 519 N. Texas Bldg.
Chicago, 1408 Republic Bldg.
Birmingham, 1001 Jefferson Co. Bank Bldg.
New Orleans, 309 Whitney Central Bank Bldg.

Look for the Best Year Yet

Be sure to tell Mr. Lewis that we are going after some Art Metal business this year. It looks like he is putting the spirit into the dealers. We believe we are going to do more business with you this year than any of the previous years we have been in business.

We just had made some reprints of the Knickerbocker Press, which you sent us some time ago, and we are distributing these with our Art Metal customers and prospective customers.

RAMIRES-JONES PRINTING CO.
Baton Rouge, La.

Mail this Coupon Today—Sure

Art Metal Construction Co., Inc.,
33 Gifford Ave., Jamestown, N. Y.

(Check items that interest you)

.....Send me new catalog.
.....Enter my subscription for "Art Metal Service."
.....Write me about exclusive agency.
.....Send salesman to see me.
.....How do you co-operate with dealers?
.....Send free book "Creative Salesmanship," by E. St. Elmo Lewis.
.....See letter attached.

Name .....

Address .....

TEN years from now, to-day's entries in your customers' books may be far more valuable than to-day. That's why it is easy to sell ledgers and record books made of

Brown's Linen Ledger Paper

Books made from Brown's preserve legible imprints for ages. They never yellow, grow dingy or become brittle. Brown's Linen Ledger Paper isn't the universal standard for nothing.

Brown-built books will build your business.

Write for Samples.

L. L. Brown Paper Co.

Established 1850 Adams, Mass., U. S. A.

FACSIMILE OF WATER-MARK
L.L.BROWN PAPER CO.
LINEN LEDGER

PASSED AWAY DURING THE MONTH

Brief Comment in Appreciation of Those Who Have Passed Away and Whose Work in This World Is Finished.

Harry L. Bean.

Members of the office equipment industry learn with profound regret of the death of Harry L. Bean, for years prominent in this field. Mr. Bean died at his home on March 22 of pneumonia, after an illness of only a few days. He lived at 1325 East Twenty-second street, Brooklyn, N. Y. His widow and several children survive.

Harry L. Bean was one of the choice spirits of earth. He was genuine, sincere, and left to his widow and children the proud memory of a good life well lived. Mr. Bean was in early middle life when he died and his friends regarded him as one of the coming men in the industry.

The Late Harry L. Bean.

Mr. Bean was born in New England of that stock which influenced the life of the entire country, and was educated at one of the good schools of that section. In his early life he became interested in typewriters and spent some years in the typewriter business. He made a study of duplicating machinery and was one of three men who started the Writerpress, the first duplicating machine of that type. Later on he sold his holdings and became manager of the New York branch of the Addressograph Company. More recently he has been connected with the American Multigraph Sales Company.

MANY TYPEWRITERS IN ONE

Each Type Plate Contains a Complete Set of Type.
Types for All Languages.
All Used on the Same Machine.

This is literally true only of the

MULTIPLEX HAMMOND

"The Typewriter They Keep"

TWO STYLES OF TYPE, or two to five languages *always in the machine.*

"JUST TURN THE KNOB" and change *instantly* from one to the other.

All languages in all types may be written on one machine.

The *MULTIPLEX HAMMOND* has more convincing selling and demonstrating points than any other typewriter.

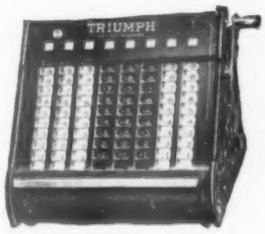
DEALERS: Let us tell you about our special proposition. Others are making money; why not you also? Write today. Multiplex Hammond is the machine

YOU CAN SELL.

THE HAMMOND TYPEWRITER CO.

69th Street and East River New York, N. Y.

Conserve Your Brains



THE TRIUMPH ADDING MACHINE

Price $35.00 and Up
Capacity $999,999.99 and Higher

Will perform calculations in decimals or other systems, in fractions, feet and inches, and English currency. It can be "split" so as to register the number of operations performed as well as registering results. Save your brains for other work. It is mechanically perfect, can be operated with both hands simultaneously, combining speed and accuracy.

Dealers and Agents:

Let us submit to you our liberal proposition on this quick selling machine. It offers big money-making opportunities. Write today.

Triumph Adding Machine Co.

78 Smith Street, Brooklyn, N. Y.

Mention Office Appliances

and show it to all your friends who are connected with the office equipment industry. Perhaps some of them are not subscribers. To show them OFFICE APPLIANCES will be to do a good turn which will be appreciated by them and by us.

Read each number of OFFICE APPLIANCES carefully—read the advertising pages—read the special articles—take time to look thru "New Machines and Devices." By doing this you will be enabled to secure a full measure of the service the magazine offers.

Subscription rate is $1.50 a year, United States; $1.75 Canada; $2.00 Foreign.

THE OFFICE APPLIANCE COMPANY
417 S. Dearborn St.
Chicago, Ill.

DEALERS in Typewriters = Anywhere =

We give prompt service,

LOW PRICES

Good ═══ Goods

OUR POLICY

of giving all we can for what we get instead of getting all we can for what we give, is our

═══ SLOGAN ═══

YOUR NAME

should be on our mailing list.

Young Typewriter Company

62 West Madison Street
Chicago, Illinois

G. W. TODD & CO.

Manufacturers of the

Protectograph and Protectograph Check Writer

(Todd Patents

World's Largest Makers of Check Protecting Devices.

1129 UNIVERSITY AVE.
Rochester, N. Y.

The Adams College Book Rings

The Adams College Book Ring is a Universal ring for perforated binders and papers. This ring is easily operated and allows the sheets to lie perfectly flat. The most satisfactory ring ever invented. Beware of imitations.
Our goods are handled by leading stationers. If you do not carry them write us at once for catalog. Order through your jobber.

HENRY T. ADAMS, 6823 So. Chicago Ave., CHICAGO, ILL.

Either Agency or Price Protection Proposition

KEYSTONE CARBONS
AMITY RIBBONS
For All Purposes
Keystone Carbon Paper Manufacturing Co.
R. A. BECK, General Sales Agent, 727 South Dearborn Street, CHICAGO
New York, New Orleans, Los Angeles.

HIGHEST EFFICIENCY
IN THE DISTRIBUTION OF YOUR CORRESPONDENCE
CAN BE OBTAINED
BY USING
The Bristow Radial Distributor

MODEL 8 **PRICE $5.00**
Clears the Desk of Baskets and Trays

The above cut illustrates our Model 8 Distributor when fully set up. Any number of compartments less than eight are obtained by leaving out some of the partitions, all of which are removable or insertable at will. Size of base, 12 in. x 6½ in. x 3½ in. All metal construction—finely finished.

An Indispensable Feature of Every Well Equipped Office

If the size shown above is not suited to your needs send for our circular illustrating the other sizes.

Liberal proposition to dealers and office outfitters.

FREDERICK BRISTOW
54 Lawrence St., Newark, N. J.

James F. Boland.

The Plew & Motter Company of Chicago (operated in conjunction with The Workman Manufacturing Company and The Monarch Loose Leaf Company), announces with extreme sorrow and regret the death of its treasurer, James F. Boland, who departed this life on Thursday, March 11, at the age of sixty-one years. Mr. Boland was a faithful, careful officer of his company, a conservative business man, and a kind and loving husband. He leaves to mourn his loss his wife, his sister, his stepson, and a host of friends. His remains were interred at Oak Ridge cemetery on Sunday, March 14.

The executive board of the company drafted resolutions of respect and condolence, copies of which were sent to the family of Mr. Boland and spread upon the minutes of the board.

The annual meeting of the stockholders of the companies in which Mr. Boland was an official, was held on

The following officers were elected: M. S. Kuhns, Tuesday, March 15, at which time the following directors qualified: M. S. Kuhns, J. A. Williamson, Charles Workman, Fred J. Hagen, Ralph L. Winans.
president and treasurer; Ralph L. Winans, vice-president, and Charles Workman, secretary.

Frederick Schlueter.

Office Appliances regrets to record the death of Frederick Schlueter, which occurred month before last. Mr. Schlueter was eighty-one years old at the time of his death. He was head of the Phoenix Manufacturing Company of Covington, Ky., and was one of the oldest furniture men in the United States.

Mr. Schlueter was born in Delia, Germany, and learned the trade of cabinetmaker at Bremen. He came to this country in 1855, settling first in St. Louis and removing a year later to Cincinnati. He died on February 25, 1915. Mr. Schlueter was a very active, energetic man, and was interested on successive occasions in various business enterprises in connection with the furniture trade.

At a meeting of the Cincinnati Furniture Exchange on March 9, appropriate resolutions were adopted.

C. B. Holland.

C. B. Holland, manager Underwood Typewriter Company, Springfield, Mo., died last month. Mr. Holland was a well known man in the typewriter trade, and his death was very sudden. He had been ill only a few days.

Mr. Holland had been with the Underwood Typewriter Company for five years, having been appointed manager of the Springfield office just a year and a half ago. Previous to going with the Underwood company he was with the L. C. Smith Typewriter Company and the Oliver Typewriter Company. He was a man of jovial disposition and was loved by all who knew him. He died in the St. John's hospital at Springfield, Mo., after an operation for acute peritonitis.

The business will be carried on by his wife, Mrs. C. B. Holland.

Mrs. Louisa A. Davids.

Office Appliances regrets to announce the death of Mrs. Louisa A. Davids, who passed away at New Rochelle, N. Y., at 1:30 a. m., Tuesday, March 30. The funeral was held on Friday, April 2.

Mrs. Davids was the wife of David A. Davids, oldest son of Thaddeus Davids, founder of the Thaddeus Davids Company, the oldest ink manufacturing concern in the United States. While she held a large amount of stock in the company, she has never been active in its affairs.

Mrs. Davids was about seventy years of age.

THE EUREKA BLOTTER BATH and THE EUREKA SANITARY COPYING CLOTH

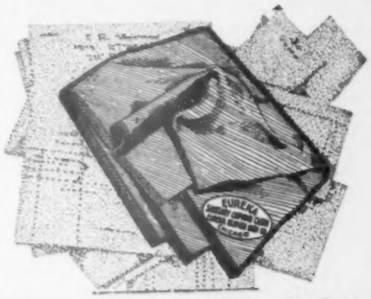
constitute a perfect sanitary system of letter press copies. The impregnated stone composition bath affords an absolutely even distribution of moisture to the cloth, at the same time precluding bad odor, mustiness or mildew. The wire net in the composition makes the bath practically unbreakable. They are furnished in all sizes from correspondence to waybill.

The patent chemical surface cloth which we furnish with non-raveling edge, insures clean cut copies.

There are more Eureka baths in use than all others combined.

Sold Exclusively Through Dealers

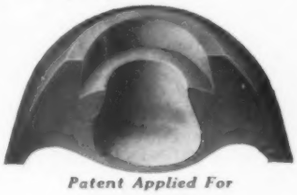
Write for the Eureka Booklet



THE EUREKA BLOTTER BATH COMPANY, 6215-17-19 Wentworth Ave., CHICAGO, ILL., U. S. A.

WITHOUT INCREASE IN SALARY

typists willingly turn out more work after their machines have been equipped with



Patent Applied For

AZORA Air Cushions

A single demonstration will convince a prospective purchaser that Azora Air Cushions reduce typewriter noise. After that your customer will want Azora Air Cushions for the benefit of his own nerves as well as those of his typist.

The same size fits all makes of typewriters except the No. 10 Remington and No. 10 Royal, for which we have a special size.

Our proposition for dealers is especially attractive. Write for it.

Azora Rubber Company
Manufacturers
171 North Green St., Chicago, Ill.
Sole Agents for India:
Padam Godrez & Co., 291 Hornby Road, Bombay

DROP-A-LINE
AUTOMATIC INDICATOR
TRADE MARK

SAVES EYES, TIME, MONEY

An attachment mechanically fixed to the Keyboard of any Typewriter, Adding Machine or Billing Machine which automatically points out and follows the lines or notes to be copied or transcribed from Note Book, Form Letter, Report Sheets, or other copy.

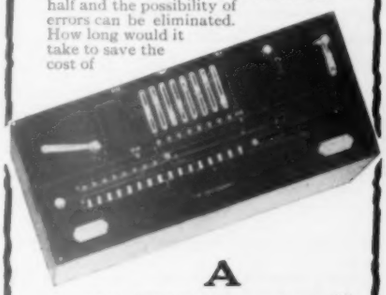
Dealers and Specialty Salesmen Wanted.

WRITE FOR TERMS

42 Hathaway Building
Milwaukee, Wis., U. S. A.

Figure This

Several of a man's employees are engaged in making calculations. The time required to make these calculations by the pencil and paper method, and checking and rechecking the figures can be reduced by more than one-half and the possibility of errors can be eliminated. How long would it take to save the cost of



A "Millionaire" Calculator

The elimination of only one possible error might save more than the cost of the machine. But, in any event, the time saved by the use of the "Millionaire" pays for the machine in a short time.

The "Millionaire" gives a complete check on all elements of each computation.

The "Millionaire" is the only calculating machine that operates with one turn of the crank for each figure in the multiplier or quotient instead of one turn for each unit of each figure, as do all other calculating machines.

Demonstration free upon request.

W. A. Morschhauser
1 Madison Ave. NEW YORK

Accounts Individualized

Our interest a mutual one. Not alone are you backed by Merchandise undisputed as to quality—but a step further, your interests are individually treated—in fact, specialized on.

The co-operative and careful attention received in all dealings with DAVIDS' is bound to increase your profits and confidence in Inks and Adhesives.

WHY NOT AVAIL YOURSELF OF THIS

DAVIDS'—THE OLDEST HOUSE—THE NEWEST IDEAS

THADDEUS DAVIDS COMPANY

"The Line with Talking Points"

NEW YORK J. W. R. MERCKLE, Pres. and Gen. Mgr. CHICAGO

Spring Clamp Note Book and Binders

One of the most useful aids to the modern business man. There is nothing better suited to care for the great mass of notes, orders, tickets, charts and other kinds of business paper in circulation in every office, store or factory.

The Van Buren Loose Leaf Holders

are operated by a clamp controlled by a simple self-locking lever. They hold any size sheet. There are no holes to tear out. Paper is inserted or removed instantly, held securely and perfectly protected from dust and dirt. Always handy. Useful wherever paper is used.

Some of the largest institutions are using them by the hundreds. You too **need them. Order now!**

Correspondence size, 8½x11, postpaid, cloth 50c; imitation leather 75c. Other sizes in stock. Any size made to order. Liberal discounts in lots, also dealers' discounts.

VAN BUREN BROS., 673 W. Madison St., Chicago, Ill.

Attention of Multigraph Owners

Let us send you subject to 5 days' trial, our **patented** attachments for multigraph machine. We can save you 5 hours each day of your operator's time.

O. K. Multigraphing Co.

Lincoln Building, Philadelphia, Pa.

MARSH HYGIENIC RUBBER FINGER PADS

Fit the finger perfectly—perforated to allow ventilation. Corrugated to **Grip** the paper. Will not smudge or soil as a moistened finger does. Bank Clerks, Postal Clerks, Cashiers, Paymasters, Reference Clerks, Printers, Press Feeders, Accountants—all use these pads for sanitary reasons as well as for saving of time, accuracy in counting or sorting. This is something greatly needed. Write us.

Davol Rubber Co., Sole Manufacturers

PROVIDENCE, R. I.

HOGGSON TIME STAMPS

Time Every Act, Operation or Transaction

In Successful Daily Use Since 1889

PRICE $5.00, $10.00, $15.00 Guaranteed

S. H. HOGGSON & CO.

Thames Building NEW YORK

WASTE PAPER IS MONEY

Coin it with an all steel Fire Proof "Economy" Baler and reduce your fire risk. Your business and home need an "Economy." It is not an expense—it pays for itself. We put you next to highest waste markets. The "Economy" is the only baler O. K.'d by Fire Prevention Bureaus, etc.

ALL STEEL ECONOMY FIRE PROOF

Exclusively Adopted by U. S. Post Office Department

There is an "Economy" at every price for every purpose. Sold on easy terms.

Some territory still open for Dealers and Specialty Men.

Write right now.

ECONOMY BALER COMPANY

Box 31 ANN ARBOR, MICH.

PURELY PERSONAL

M. J. A., Please call at Chicago office.

BULMER, W. PERCY, a member of the house of Compania La Camona, Buenos Aires, Argentina, visited the United States recently, and while in the Middle West called at the office of this magazine.

DALTON, ERNEST L., called on Office Appliances last month during a visit to eastern centers. Mr. Dalton speaks optimistically of the ribbon and carbon business on the Pacific Coast.

DICK, R. H., vice-president and general manager of the Safe-Cabinet Company of Marietto, Ohio, visited Chicago last month and registered at the office of this magazine.

EELES, F. R., of London, England, called on Office Appliances last month. He represents the Roneo Company, and visited America on important business for his company.

GORICAR, JOSEPH, former consul of Austria-Hungary at San Francisco, Cal., passed through Chicago last month, calling at the office of this magazine en route to eastern points. Mr. Goricar is making an examination of the office appliances field with a view to developing business in continental Europe for American office equipment devices.

GREENE, GEORGE STANTON, until recently in charge of the stationery department of the Thornton-Levey Company of Indianapolis, passed through Chicago on March 15 en route to Richmond, Va., where he will manage the filing equipment and loose leaf department of the Southern Stamp and Stationery Company. While in Chicago Mr. Greene paid a short visit to Office Appliances.

HALL, ALFRED, vice-president of the Wizard Company of Boston, Mass., visited the Middle West last month and called on Office Appliances at the Chicago office of this publication.

KEMPT, P. A., sales manager of the Ireland & Matthews Manufacturing Company, visited the office of this magazine last month.

KIMBALL, J. N., one of the few all around men who can do many things and do them as well as the experts in each line, passed through Chicago last month on his way to the Pacific Coast. While in Chicago he registered at the office of this publication. Mr. Kimball is proprietor of Kimball's School of Shorthand and Typewriting, New York, publisher of Kimball's Magazine, manager of the International Typewriter Contests at the New York Business Show, a shorthand and typewriting expert of national reputation, and a big factor in leading events in the shorthand and typewriting world.

SWANSON, B. F., manager of the exchange machine department of the L. C. Smith & Bros. Typewriter Company, Syracuse, N. Y., called on Office Appliances last month on his way to the Pacific Coast. Mr. Swanson formerly handled a large typewriter business in Des Moines and Omaha, where he represented the L. C. Smith Company.

The New Office Necessity

THE PERFECT LINEFINDER

"I wouldn't be without it," is the universal verdict. Stenographers can do more work with much less effort by using our

Lineguide Copy Holder

By the touch of a key the line indicator drops—adjustable to any space. Besides, the note book or copy is up before your eyes. Saves the strain on your eyes, nerves, neck and back.

Model No. 2

Stands on a base. Can place it anywhere.

Price $3.50

A great time saver. Being adopted by large business houses. Get one from your dealer or one of our agencies, or direct. Dealers and Mfrs.' Agents write us.

Model No. 1

Adapted to any typewriter or any style desk. Operated from the keyboard. Not attached to typewriter, so no vibration.

Price $3.50

LINEGUIDE MFG. CO.

160 N. Fifth Ave. **Chicago, Ill.**

Do You Want Permanent Records?

then use

UNDERWOOD'S

Everlasting Bank Ink

A Quality Product

Every Stationer should carry this product. It is demanded by users. This means you make sales.

Send for new price-list.

JOHN UNDERWOOD & COMPANY

Manufacturers of Writing Ink and Adhesives

General Offices:
62 Park Place
NEW YORK CITY

Branches:
BOSTON—TORONTO
LONDON—PARIS

MAKE A LEADER OF

Crown, Globe & Pioneer

Typewriter Ribbons and Carbon Paper

Other typewriter supply dealers are getting substantial profits by cashing in on their dependable quality, reasonable prices and attractive discounts.

The Mark of Value

CROWN RIBBON AND CARBON MFG. CO. — CROWN BRAND — TRADE MARK — ROCHESTER, N.Y. U.S.A.

The Mark of Quality

If your typewriter supplies department has not been getting results, investigate our line. You can do better with Crown. If you are not at present handling supplies, study the possibilities in your locality, and send for our samples and terms.

Make a Leader of Crown, Globe and Pioneer Brands

Crown Ribbon & Carbon Mfg. Co.

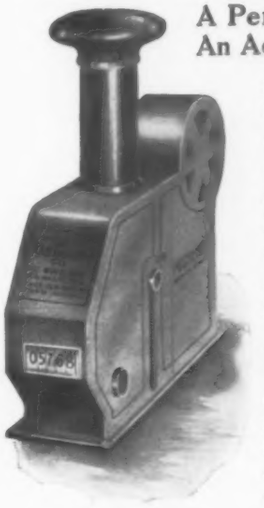
Rochester, N. Y.

BRANCH OFFICES: 206 Broadway, New York, N. Y. Century Bldg., St. Louis, Mo.

Direct inquiries to nearest office.

THE POSTAMPER

A Perfect Stamp Affixer
An Accurate Postage Auditor



Some Office Appliances Save Time.
Others Afford Protection.
Others Audit Accounts.
Others Have Sanitary Features.
Others Save Space.
And Others Provide Compact Convenience.

The POSTAMPER

does all of these things. It saves time, it prevents dishonesty, it audits the postage account accurately, it handles mail in a sanitary way, it saves space and is the most convenient of office appliances.

PRICE $25

Fully Warranted for One Year

SALESMEN AND SALESMANAGERS:

Write for our proposition on available exclusive territory.

The Postamper Co.

39 So. La Salle Street

CHICAGO

Agencies in Principal Cities

ALL STEEL Schick FIREPROOF

Good Storekeeping Says:

BALING PRESS

"Dealers should be familiar with the advantages of baling their waste paper—Baled paper sells for from $5 to $8 per ton—A further consideration in favor of the paper baler is the elimination of fire risk, and a saving of space that is taken up by the accumulation of loose waste paper.

The Schick Paper Baler is the simplest, strongest, easiest to operate of all paper balers. Absolutely fireproof—good for a lifetime. Pays for itself in a few months. Four sizes, sold at very low prices—backed by a strong guarantee of satisfaction or money back.

10 DAYS' FREE TRIAL

Write for full information, low prices and complete details of our liberal free trial offer which gives you a chance to satisfy yourself that the Schick Baler is a money-maker for you.

DAVENPORT MFG. CO. Dept. A Davenport, Ia.

EASY FASTENER

Samples and prices free upon request.

SIMPLE and EFFECTIVE

for fastening letters, orders, invoices, deposit slips and other papers. It is easy to use and holds papers firmly without possibility of slipping. Used constantly by concerns who capitalize the importance of simplicity and system.

EASY FASTENER CO., Empire Life Bldg., Atlanta, Ga.

Bradley Card Cutters

THE CROWN

WITH SELF-RAISING BLADE

Quicker and neater than scissors or knife. Snip!—one motion cuts cardboard, paper, cloth, leather or thin metal clearly, squarely and neatly. No ragged, uneven edges—no queer off angles.

MONEY SAVERS

in every office and institution where there is paper or other thin material to be cut. A size for every purpose; prices from $1.25 to $30.00.

Send for circulars and our new booklet, "Cuts to Savings"

Milton Bradley Company

Springfield, Mass.

This Advertisement

Complete, including displayed heading and the ruled border, is a photographic reproduction (reduction) of typewriting easily done with the machine on which I write my letters. On what machine? How? Full explanation, including copy of my callityped brochure Problems for Precisionizers, 25 cents, stamps or coin.

Jacob Backes, P. O. Box 844, Philadelphia, Pa.

Globe Folding Record Registers

Combine **Safety** and **Convenience** when used for recording sales, issuing requisitions, writing invoices, delivery tickets, etc. Eliminate **Carelessness** and **Forgetting to Charge.**

A stroke of the slide issues the tickets in exact lengths.

The only register that folds the record like the leaves of a book.

Duplicate fac-simile carbon copies are obtained at one writing. Record sheet folded in book form and locked inside. No carbon sheets to handle. **Save Time, give Better Protection** and **Cost Less** than other Systems. More than 60 sizes and styles. Write for further information. Sales Offices in Prinipal Cities.

Printing of the "Quality" Kind for Any Roll Device.

The Globe Register Co. 418 E. 6th St., Cincinnati

If you go to the Business Show at Boston, visit our local office, 19 Pearl St.

TYPEWRITERS

Baltimore, Md.

C. A. Lindquist is one of the men who has recently joined the Baltimore sales force of the Victor Typewriter Company. Mr. Lindquist has had many years experience with two of the prominent typewriter companies.

Flint, Mich.

R. A. Frisbie is a newly appointed city salesman for the Victor office in Flint. Since his appointment he has been making a record which many older men might envy.

Ilion, N. Y.

William Fox, of North Third avenue, died on March 29th, after an illness of ten days. Pneumonia developed, which was the cause of his death. Mr. Fox was one of the oldest employes of the Remington Typewriter Company, having started with the company in 1886 in the screw department and worked continually for twenty-nine years.

Jamestown, N. Y.

The Remington typewriter office in this city has shifted its base, moving into more spacious and convenient quarters in the Gokey Building.

London, England.

One of the latest additions to Kitchener's Army makes a further inroad on the splendid Remington Typewriter London staff. This time Mr. R. McNab—and by the way, he is the third member of the same family to withdraw from the Remington to enter his country's service— is the man. He has been commissioned lieutenant of the Royal Ordnance Corps and is now at the front.

Los Angeles, Cal.

F. K. Harvey recently bought the Typewriter Inspection Company, formerly owned by the Los Angeles Typewriter Company. He has also purchased Merry Typewriter Inspection Company, and has consolidated the two under the name, The Typewriter Inspection Company, 454 South Hill street. Mr. Harvey has been in the typewriter business for twenty-five years. He will handle rebuilt and new machines.

Madison, Wis.

The Madison Typewriter Company, C. N. Kelley, manager, is a new concern dealing in rebuilt typewriters, typewriter supplies, and other office equipment at 24 North Carroll street, Madison. Mr. Kelley is a former Remington typewriter salesman.

New York, N. Y.

S. K. Mitchell, general sales manager for the Victor Typewriter Company, has left for an extended trip throughout the middle west. He expects to visit all the middle western offices and at the same time open up a number of dealerships and agencies in the middle western states.

* * *

It is stated that W. W. Lasker, 6 Clifford place, Brooklyn, N. Y., has perfected a combination typewriter and adding machine. Mr. Lasker was formerly connected with the Knickerbocker Typewriter Company at Niantic, Conn.

YOUR OWN BRAND

ADVERTISE YOURSELF

Your trade uses typewriter ribbons and carbon paper. You want to sell *good* ribbons and carbons. This combination can be worked out to result in more business and greater profits for you if you sell ribbons and carbons under your own name and brand. Then your customers will come back because they know where to go.

Send for samples of our typewriter ribbons and carbon paper. Try them out thoroughly. Put them to the most difficult tests. You'll decide they are the kind you'd be glad to have associated with your name.

Write today for samples.

U.S. Typewriter Ribbon Mfg. Co.,
Sansom & 8th Sts.,
Philadelphia, Pa.
CABLE ADDRESS—MUSTR

In Use Everywhere

MORTON'S ODORLESS TYPEWRITER OIL

The world's best lubricant for Typewriters, Adding Machines and all delicate machinery Chemically pure, gumless and colorless. Write to-day for free sample and prices.

MORTON MFG. CO.
Louisville, Ky., U. S. A.

Export orders given careful attention.

The "Anco" Pen and Pencil Clip

High quality—low price. Made in one piece of spring steel, ball point, heavily nickeled and highly polished.
Write for prices.

THE ANSONIA NOVELTY COMPANY
Ansonia, Conn.

PATENTS

Trademarks and Copyrights

Send your business direct to Washington. Saves time and insures better service.

Personal Attention Guaranteed
25 Years' Active Practice

Specialty:—Typewriting and Adding Machines

Address E. G. SIGGERS
Suite 33 N. U. Bldg., Washington, D. C.

Acme Gold Pen Co.

Established 1884

Manufacturers of Fine Gold Pens

Gold Pens for Fountain Pens a Specialty.

Repairs on Gold Pens, Fountain Pens, Pencils, etc. promptly attended to.

EXPORT TRADE SOLICITED

35 Ann Street, New York

Protect Your Machinery Against Rust

The losses from rust damage on the machinery you ship can be stopped, at a low cost, by using **Corol.**

Easily applied—will not damage—inexpensive—won't rust if scratched.

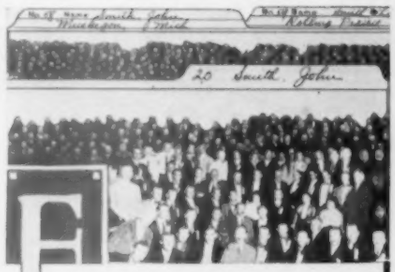
COROL

Most Efficient Rust Preventive.

Write for Sample

and let us help you cut damage claims.

Corol Sales Co. 1441 Fisher Bldg. CHICAGO



Finding John Smith in a Crowd

John Smith is one man in the crowd that's represented in any vertical file drawer.

You can search around for him, but you'll find him quicker if he gets up head and shoulders above the crowd and shouts. With

SHAW-WALKER Speed Tab Folders

picking out John Smith is instantaneous. Each name shows prominently above the file. There is no hunting through hidden names. You get speed in filing and finding.

The time wasted through slow filing methods costs ten to twenty times as much in labor as the installation of Shaw-Walker Speed Supplies.

In addition to our large line of Speed Tab Folders, plain and printed, and including six grades and distinguishing colors, we furnish tabs in any special width, height or arrangement.

[EVERY sale means a reorder]

You can sell S-W Speed Tab Folders to advantage. There are scores of other feature items that give the S-W supply dealer the upper hand. Write now for our big supply catalog in seven colors and let us tell you our proposition.

SHAW-WALKER

MUSKEGON
MICHIGAN

Supply Leaders of the World

Not Boastfully— What we say below is stated with sincere thankfulness for such generous support in a year of acknowledged depression, and with full credit to our Product, and not to ourselves.

The year 1914 witnessed a greater output of "Paperoid" goods than any in our 25-year history.

Throughout the year not one of our little army of employees was laid off for a single day. No wages were reduced.

Retail catalogue prices were not increased in a single instance, although the cost of our raw material advanced during the last half of the year.

The discount to stationers was not decreased. Some were increased where volume of business warranted. Many new stationers' accounts were opened.

Our stock of catalogued goods on hand, ready for immediate shipment, was larger and more varied than ever before. There was also a large increase in orders for Special Goods.

Our collections, in spite of the financial depression and increased sales, improved constantly during the year.

These facts can mean but one thing—entire satisfaction with Bushnell's "Paperoid" Wallets, Expanding Envelopes, Filing Folders, &c., by both the user and the dealer.

The above facts are your warrant, Mr. Stationer—Mr. Office Supply Man, for handling, showing, recommending, pushing, selling, guaranteeing and taking repeat orders for Bushnell's "Paperoids." No substitutes will do.

ALVAH BUSHNELL COMPANY
Sole Designers and Manufacturers, 925 Filbert Street., Philadelphia, Pa. Our No. 35 Catalogue is the one you should ask for when writing.

Your Manufacturing Problems Simplified

¶ We will take your article, develop and improve it, design and make the tools and special machinery for its manufacture. We will produce it for you *in our factory*, or design and make a complete equipment of jigs, fixtures, dies, etc., for its production *in your own factory*.

¶ Our tool department is peopled by 300 expert designers and tool makers.

¶ Consult us regarding your proposition. Our advice will be valuable to you.

The Taft-Peirce Mfg. Company
Main Office and Works: **Woonsocket, Rhode Island**
NEW YORK, 165 Broadway DETROIT, 1311 Majestic Bldg.

The Old Adage

"A place for everything, and everything in its place," expresses very well the "order and efficiency" idea. You increase your efficiency when you carry your literature, samples, photographs, testimonials, blanks, papers, etc., in a

"Handy Portfolio"

It has pockets of various sizes to help you classify it contents. It is made of the best cow-hide, saddle-stitched with extra strong linen thread. It will last you a lifetime.

If you want a "Guide to Increased efficiency," write for our complete catalogue. You'll be glad you did.

THE CLEVELAND LEATHER GOODS CO.
Manufacturers
120 Noble Court, Cor. W. 2d St. CLEVELAND, OHIO

Phoenix, Ariz.

H. H. Savage, for several years district manager for the Remington Typewriter Company at Houston, Texas, is now in charge of the Phoenix sub-office under the Remington Los Angeles branch.

Regina, Sask.

M. K. Tabor, a typewriter repair man and mechanic, who went to Regina to take charge of the repair department of the Typewriter Exchange at that point, has been called back to his home at Eugene, Oregon, on account of the serious illness of his brother.

* * *

Miss Morgan, for more than five years city sales agent for The Typewriter Exchange of Regina, reports the largest machine business in her experience during the month of March. Up to the 17th she had disposed of practically a machine a day.

Rosario, Argentina.

The office of the Remington Typewriter Company at Rosario has been moved to Calle, Santa Fe, 1291.

San Francisco, Cal.

C. M. Jenkins, local agent for Blickensderfer typewriters, expects a visit from Mr. Blickensderfer shortly, at which time he thinks some arrangement will be made for the display of these machines at the Exposition.

* * *

C. T. Smith, formerly of the Remington repair department, is now in charge of the repair department of the American Writing Machine Co.

Sherman, Tex.

The Wilbur E. Whyte Company, formerly of Waco, Tex., has purchased the Sherman Typewriter Exchange at Sherman and is conducting the business at Room 9, Shaw building. They handle rebuilt typewriters and supplies.

St. Louis, Mo.

The American Writing Machine Company is now located at 807 Pine street, near the Remington office. Their former location was at 209 North 10th street.

* * *

The L. C. Smith & Bros. Typewriter Company have recently moved their branch offices to 916 Olive street, second floor. They were formerly at 9th and Locust streets.

Syracuse, N. Y.

Typewriter trade is highly satisfactory in Syracuse, considering the countries that the companies are unable to furnish machines on account of the war, although machines are continually being sold to England in large shipments. Some departments of the different companies have been obliged to work their employes several evenings a week to keep up with the domestic trade which is much better than a year ago.

* * *

Harry Aument, a well known typewriter man of Syracuse, died on February 27. He had been connected with leading typewriter companies for the past thirty years.

Death of Hiram Straus.

On March 20 there passed away at his home in Cleveland, O., Hiram Straus, a manufacturer of typewriter ribbons and carbon papers—a man much respected and widely known in this industry. He formerly owned and controlled the firm of Hiram Straus & Co. Mr. Straus had traveled extensively in the United States and was acquainted with members of the stationery and office appliances trade in many sections. His death, which followed an illness of several weeks, will be greatly regretted.

You'll Find It Pays

to be able to furnish your trade with a fire-proof receptacle which not only protects against fire, dust and theft, but is also convenient for storing things of value: Important papers, office and factory supplies, stationery, etc.

Terrell's Steel Cupboards

have a practical system of shelf supports at one-inch intervals permitting adjustment of the shelves to any distances between shelves without the use of bolts.

The large field offered for the sale of these cupboards in offices, institutions, etc., and the reasonable prices at which they are offered to the trade make the line a most profitable one for the dealer.

For details write

Terrell's Equipment Co.

Hilton Street GRAND RAPIDS, MICH.

HIGGINS

- Drawing Inks, Blacks and Colors
- Eternal Writing Ink
- Engrossing Ink
- Taurine Mucilage
- Photo Mounter Paste
- Drawing Board and Library Mucilage
- Office Paste
- Liquid Paste
- Vegetable Glue, etc., etc.

Strictly Original Goods of the Highest Grade Only.

Show Cards, Color Cards and Imprinted Matter Supplied to the Trade. Discounts and Trade Prices give good profits.

Consumers, emancipate yourselves from the use of corrosive and Ill-smelling inks and adhesives and adopt the **Higgins' Inks and Adhesives.** They will be a revelation to you.

We protect the trade by referring all orders and inquiries thereto.

CHAS. M. HIGGINS & CO., Originators and Manufacturers Refined Inks and Adhesives

Main Office and Factory, Brooklyn, N. Y., U. S. A. New York-Chicago-London

Magic Ink Eraser

Erases Pen or Typewriting. No acid or blade. Equal to the high priced erasers, but

Much Lower in Price

Removes a blot, letter or line like magic.

Stransky Mfg. Co., Inc.

41 Warren St., New York

Would You Like to Know

the exact date, hour and minute

Your letters are received and answered.
Your orders are received and shipped.
Your factory orders are started and completed.

COSMO TIME STAMPS

Can be used in the widest variety of ways. On the executive's desk, or in the factory, they are found a tremendous help. You can devise your own ways to increase the efficiency, accuracy and speed with which your business is conducted.

Write now for catalog. Learn the use other manufacturers are making of Cosmo Time Stamps. See for yourself where one will fit your business. *You can use a time stamp.* Let us show you. Write for catalog *now.*

A. D. JOSLIN MFG. CO.

223-25 West Erie St., Chicago, Illinois

DEALERS WRITE FOR PRICES

LITHOGRAPHED PICTORIAL ENVELOPES

In Four Colors ***$2.50 per M***

will advertise **your product** without expense. Thousands of successful merchants have adopted them. They cost no more than the old-style envelope. Send us a picture of your PLANT or BUILDING or the ARTICLE YOU MANUFACTURE and we will show you how it can be advertised to 50,000 people without cost to you.

Merchants Lithographing Company

321-3 S. Sangamon Street

CHICAGO

INK ERASING SIMPLIFIED

The modern business man uses, instead of a dull-edged knife, the

BEEGEE, JR.—"The Perfect Ink Eraser"

Which annihilates blots and ink-markings in less time than can be done by any other method. No chemicals used. **Beegee, Jr.,** is just a speedy sanitary eraser used by the *United States government* in various state and city departments, and by some of the largest financial and commercial houses throughout the country. In actual use in every business center of the globe. **Retails at 50 cents.**

A most successful seller for stationers and dealers.

Send for terms

Beegee Co., 1133 Broadway, **New York, N. Y.**

Let's Get Acquainted

St. Francis and Golden Gate Brands

Won Instant Success

Dealers more than satisfied, say—"Best Carbon we ever handled; your ribbons have doubled our business." *Why not double yours?*

ERNEST DALTON COMPANY

444 Market Street **San Francisco**

Only factory on Pacific Coast. Write for catalogue and price list.

Business Men
Stenographers
Teachers
School Children
All Classes—

need a practical device for sharpening pencils. They need

The See-Rite Pencil Pointer

which not only sharpens a pencil but catches the chips and retains them to be emptied later into proper receptacle. The SEE-RITE is small and fits the pocket nicely. **Retail Price 10c**

Special terms to dealers. Send 10c for Sample

The SEARIGHT MANUFACTURING CO.
45 E. Fort St., Detroit, Mich.

NEW! **A Self-Inking Band Dater that will always work well, print well and sell well.**

No. 91½

RETAILS FOR $1.00

Trade Discount to Dealers on all our goods, such as

CUSHION HAND
DATING
NUMBERING
SELF-INKING
RECEIVING
RECEIPTING
TIME
RUBBER
METAL
TICKET DATING
} **STAMPS**

Louis Melind Co., 183 W. Madison St., Chicago

Just to remind you

of the fact that profit for you and permanent satisfaction for your customers lie in

Summit, Apex, and Cyclo

BRANDS OF

Typewriter Ribbons and Carbon Paper

and that we shall be glad to prove our contentions if you will but make the request.

No live dealer ever fails to investigate a proposition which promises permanent profits. There is no reason, is there, why you should not write us immediately?

UNION RIBBON & CARBON COMPANY

Main Office and Factory: Front and Laurel Sts., PHILADELPHIA

ADDING MACHINES

Hartford, Conn.

The Boston organization of the Burroughs Adding Machine Company has recently moved into new offices on the second floor at 136 Federal street. These new offices are as well arranged for service and efficiency as those of any specialty concern in New England, occupying over 6,000 square feet of space, containing a large general office, a large demonstrating room, salesmen's office and convention hall, Burroughs school for instruction in the use of calculating and bookkeeping machines, large service station and shipping room. The various departments are divided by glass partitions, which afford splendid light and add to the attractiveness of the offices.

New York, N. Y.

L. H. Colsten, an experienced adding typewriter man, has engaged with John Underwood & Co., as district salesman under the direction of Harry D. Jacobs, metropolitan sales manager. Mr. Colsten has many friends in the typewriter trade at home and abroad.

* * *

A. E. Roche, generally known throughout the financial district, has engaged with John Underwood & Co. and occupies one of the territories of the financial unit. In selling experience and application of adding machine devices to various lines of work, Mr. Roche is able and experienced.

San Francisco, Cal.

Chas. L. Phillber, one of the oldest salesmen from the point of service at the local office of the Burroughs Adding Machine Company, has gone east on an extended trip, expecting to visit the Burroughs factory for the first time and to stop in Cleveland, Chicago, Denver, Salt Lake and other cities. He was recently appointed special bank representative in this district and the principal object of his trip is to visit banks and commercial houses using the Burroughs' ledger posting equipment for information which will facilitate his work in this state.

* * *

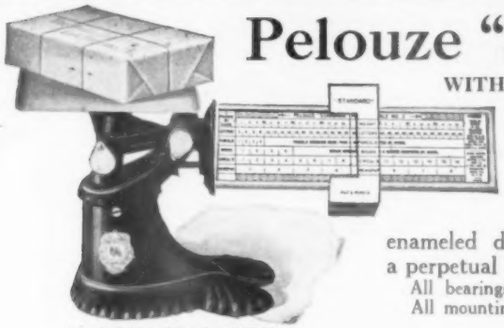
The first of the new listing Barrett adding machines sold on the Pacific Coast was delivered to the Jesse L. Lasky Feature Play Company through the local representatives of the Barrett, the Business Equipment Sales Company. Salesman A. H. Ridgley secured the order by his graphic description of the machine from photographs, prior to the arrival of demonstrating models.

* * *

William Neely, an experienced adding machine salesman, has been given charge of an important district in the New York division of the Barrett adding machine territory.

Scranton, Pa.

Thomas F. Denman, recent salesman for a leading typewriter company at Scranton, Pa., is now district salesman for John Underwood & Co., manufacturers of bookkeeping machines. Mr. Denman sustains a well earned reputation as a capable and productive salesman.



Pelouze "Standard" Postal Scale

WITH ADJUSTABLE BEAM AND INTERCHANGEABLE DIAL

A FINE wire on the sliding poise indicates the cost in cents on all the different classes of mail matter.

The beam can be instantly turned by the hand to any angle, so that the dial can be easily read from any position.

In case the postal law should change at any time, a new enameled dial can be mailed and inserted by anyone. This insures a perpetual scale.

All bearings and pivots are made from tempered steel and are absolutely guaranteed.
All mountings including the platform are either beautifully nickel plated or oxidized.

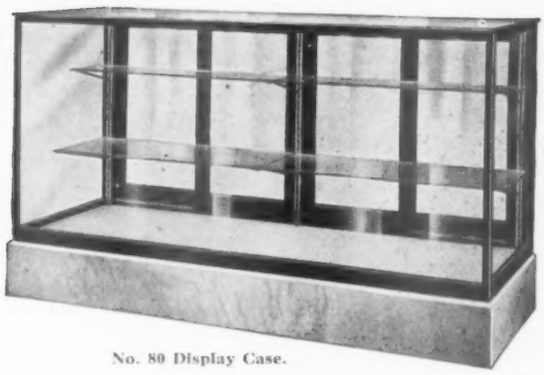
For Sale by Leading Dealers

MADE IN THREE SIZES

No. 1 "Standard" Capacity 1 pound
No. 2 "Standard" Capacity 2 pounds
No. 4 "Standard" Capacity 4 pounds

Pelouze Manufacturing Co., 232 E. Ohio St., Chicago

MANUFACTURERS OF PELOUZE COMPLETE LINE OF POSTAL AND PARCEL POST SCALES



No. 80 Display Case.

Looks Like a Frameless Show Case

Many people want to get the effect of an all-glass frameless show case at a lower price.

That's the reason for this No. 80 display case.

It has the smallest wood frame possible to use and hold the strength necessary in a "Silent Salesman" show case. The plate glass top overlaps the frame.

We can't tell you all about it in this advertisement—send for complete description.

Detroit Show Case Co.

489 West Fort St., Detroit, Mich.

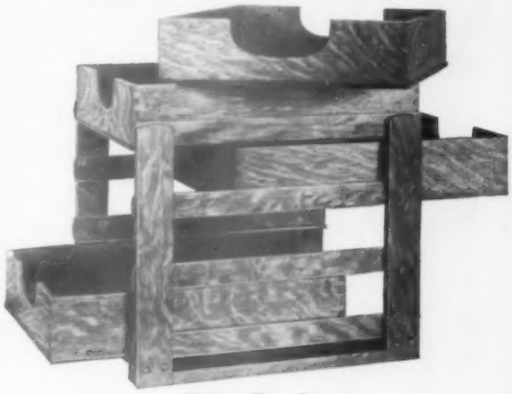
New York Salesroom, 738 Broadway. L. A. FELDMAN, Sales Agent.

JUST OUT

THE LATEST IN

Desk Trays

Here it is—Look at it



Sliding Tray Sets

4 and 5 trays high. Letter and Cap sizes. Trays slide out or suspend from either end. Easy to get at and just what every Flat Top Desk Worker wants.

Manufactured only by

The Automatic File & Index Co.

143 to 159 Pearl St. Green Bay, Wis.

A PERFECT WORKING DEVICE

The McM. Push Button Binder

"It works like an electric switch"

Solid or Sectional Posts—Interchangeable
Any Binding Style—Any Size

Ask your dealer or write to

McMillan Book Co., Syracuse, N.Y.

AVOID THE FIVE O'CLOCK RUSH

Most concerns lose $100 per year in postage stamps—do you?

Any concern using hand labor or an inferior stamping machine loses at least one postage stamp in every hundred—and this is 1% of your entire postage expense.

Stop this loss by using the

PENCE MAILING MACHINE

Affixes—
Counts Stamps
Seals Envelopes

You use acertain style stationery,type yourletters a certain way—but what happens to your letter **after** you sign it? Is it stamped and sealed in a slip shod manner? Are you paying too much for this labor?

Write today for our booklet on Systematizing Your Outgoing Mail—let us tell you how to cut your labor cost in two.

Pence Mailing Machine Co.

Dept. A-5, MINNEAPOLIS

CHICAGO—1420 Lytton Bldg.
ST. LOUIS—302 Chestnut St.
NEW YORK—3715 Woolworth Bldg.

AVOID THE FIVE O'CLOCK RUSH

OTHER MACHINES

Boston, Mass.

A. E. Nutter of the New York office of the Underwood bookkeeping machine organization has been transferred to Boston.

* * *

The Office Appliance Company has increased its space threefold by moving into a new store on the main floor of the new Unity building, 191 Devonshire street, Boston, Mass. The Office Appliance Company is agent for Edison-Dick Mimeographs, the new Farmograph, typewriters, typewriter supplies, etc.

Chicago, Ill.

F. G. Manuel, Chicago sales agent for "Economy" balers, on March 1 moved his display room and office from the Ellsworth building at 533 South Dearborn street to an excellent ground-floor location with attractive show window at 616-A South Dearborn street in the Transportation building.

* * *

F. R. Eeles, special commissioner for the Roneo Company in the United States, is in this country working on plans for Roneo business here.

Detroit, Mich.

J. R. Searight, the inventor of the well-known "See Rite" pencil sharpener, met with a painful accident, recently in Detroit. He slipped ona stone staircase in the county building and fell on his head, inflicting painful but not serious injuries.

New York, N. Y.

Frank R. Coffin, a capable billing machine salesman, formerly of St. Louis and more recently of Baltimore, announces his recent connection with John Underwood & Co. as district salesman, New York City.

San Francisco, Cal.

Block 18, Liberal Arts Palace, is the Dictaphone address at the Exposition. M. D. Easton is in charge of the Dictaphone display, the San Francisco sales force is on the ground to back him up, the latest Dictaphone models are on exhibition; special Dictaphone cards tell the Dictaphone story in display; facilities are made for demonstrations and thousands of inquiry slips have been printed in check book form, with a stub, on which names and addresses of visitors and inquirers will be written.

* * *

The exhibit of Underwood bookkeeping machines at the Panama-Pacific Exposition is to be in charge of R. Q. Wilson, of the New York office, who left for the coast early in March.

* * *

T. G. Duncan, representing the Gnu Sales Corporation, of San Francisco, Cal., is calling on the trade, showing the Gnu Automatic Copy Holder, announced in the March issue of Office Appliances, and loose leaf notebooks, which the company have recently put on the market.

Utica, N. Y.

The Ballou Manufacturing Corporation has moved its factory and executive offices from New York City to Utica, N. Y.

What OFFICE APPLIANCES Will Do for YOU

As a Subscriber

It Will Help You Make Your Business Bigger, Better, More Profitable

Because:

¶ It will afford you plans and ideas which others in the field have found profitable.

¶ It will keep you informed upon conditions which directly and indirectly affect your business.

¶ It will suggest means for increasing the profits on the lines you are handling, and bring forcefully to your notice every new line of merit as soon as it is ready for the market.

¶ It will bring you each month a helpful message from manufacturers whose success is linked with yours.

¶ It will supply, either through the pages of the magazine or by personal letter if you wish, information as to who manufactures any machine, device, supplies, or system in the field of office equipment.

¶ It will make your sales force a more efficient organization.

¶ It will show the relationship which every article of office equipment bears to all the others.

¶ It will enable you and your employes to get a broader grasp on the field of office equipment, and to give your customers a service which will increase the volume and the size of your sales.

A subscription to Office Appliances is an investment which pays for itself many times over.

As an Advertiser

It Will Help You Market Your Product in Greater Quantities

Because:

¶ It reaches the representative men through whom you distribute your goods.

¶ It is a medium in which the trade has explicit confidence.

¶ It represents the buying power of men who have expressed their interestedness by paying the subscription price.

¶ It opens the way for your salesmen by carrying your message to prospects and preparing them for the salesman's call.

¶ It reaches men whom you could not reach otherwise.

¶ It calls each month upon a greater number of live prospects than you can reach for the same amount in any other way.

¶ It gives definite returns for every cent invested.

¶ It is read, kept on file, and read again; and your name and product make an impression every time your advertisement is read.

¶ It will add to the force of your advertisement by associating it only with the announcements of lines the reputation of which is beyond question.

¶ It is the basis on which other manufacturers, according to their own statements, have built successful organizations.

What Office Appliances has done for other manufacturers it will do for you.

In sum:—Office Appliances provides through its pages and its Special Information Bureau a valuable, practical service for manufacturers, agents, dealers and salesmen engaged in the industry to which it is devoted.

THE OFFICE APPLIANCE COMPANY

417 South Dearborn Street **Chicago, Illinois**

Established 1875 Incorporated 1900 Still at it 1915

We Make Covers

For Typewriting, Computing and all Other Kinds of Machines Having Bright and Polished Surfaces.

OFFICE FURNITURE and *everything* with *bright surface* should be so protected. We are large manufacturers of these goods and believe we make the greatest quantity and variety.

Send us *sample* or *diagram of your article* and we will quote you prices and send sample of the material.

No article too large or *too small* for us to make and figure upon.

Wm. H. Wiley & Son Co., Hartford, Conn.

***This* "Private Secretary"**

can do twelve things at once --and costs almost nothing!

Every man would have a private secretary if it wasn't too expensive and if the secretary would *always* do the helpful thing at the right time. This little secretary is called

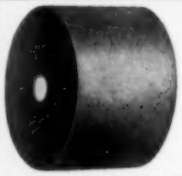
Graffco VISE SIGNAL

He comes in twelve colors. Each color *means* something. For instance, a blue signal may mean "write this prospect today"; an orange signal, "send him a second letter April 10," and so on. In a Credit System a red signal may mean "do not trust"; a white signal, "ask for payment"; a green signal, "second reminder"; a brown signal, "strenuous measures"; a black signal, "judgment." Thus Graffco Vise Signals are secretaries that *never* forget, are *never* in the way, will work with your present system and always make money for you. *Send for samples*

George B. Graff Company

294 Washington St. Boston, Mass.

Manufacturers of Graffco Vise Index Tabs, Paper Clips and "Steel-Tye" Envelopes.



THE PERFECT PLUGLESS ROLL

For adding machines of all makes. We have eliminated the wooden core with its faults.

The Plugless Roll is guaranteed to contain 250 lineal feet. The stock is white wove, hard, sized writing, 18 pound folio, free from lint or dust.

If you prefer the 2 5-16 in. rolls with wooden cores, we will furnish them at the same price as plugless.

Write for samples.

GEO. IRISH PAPER COMPANY, Manufacturers

21 River Street, - Buffalo, N. Y.

CANADIAN HOUSE—Monarch Paper Co., Ltd., 60 Victoria St., Toronto

TRINITY CARBONS AND RIBBONS

LET US SELL YOU SOME

CARBON PAPER SERVICE

A two cent stamp will get us together.

Standard Carbon & Ribbon Co., Inc.

New York City

Business as Usual During Alterations to Map of Europe

WEDDING Engraved Wedding Invitations and Announcements, Social and Business Cards, Steel Die Business and Social Stationery. High grade stock and work. Buy direct from makers. Samples and prices gladly furnished. State kind of samples desired. The American Embossing Co., Buffalo, N.Y.

STATIONERY

Billings, Mont.

McDowell Brothers have recently moved into new premises on Broadway, where they are nicely settled. They have recently added the Spalding line of sporting goods.

New York, N. Y.

Beginning April 1 George P. Gaydaul, manufacturer of gold pens, fountain pens, stylographic pens, etc., has occupied at 50-56 John street, New York, factory and offices larger, better equipped and more convenient for the trade than those formerly occupied at 47 Ann street.

* * *

J. S. Cooper, formerly with the Tower Manufacturing & Novelty Company, and for some time in the Texas Stationery field has joined with C. Steers, for twenty-five years a salesman for the Tower Company in the Metropolitan District, and the two are now covering the Metropolitan District for the Wholesale Printing Company, of Hartford, Conn. This company specializes on large orders for catalogues, pamphlets, etc. Mr. Cooper reports encouraging success.

* * *

L. E. Williamson—"Uncle Lew"—has joined the staff of John Underwood & Co., manufacturers of inks and adhesives at 64 Park Place. Mr. Williamson found the lure of nut galls and gum arabic too strong to resist, and is once more back in a congenial field. It will be welcome news to his legion of friends in the stationery field, for "Uncle Lew" numbers his friends in the trade from coast to coast. He will soon make a personal call upon them. The John Underwood Co. are among the oldest ink and adhesive firms in the country. They make a complete line of writing and copying inks, patent copyable printing and ruling inks, and have a large laboratory and factory in Brooklyn.

Sacramento, Cal.

A new commercial stationery and office supply business has been started in Sacramento, Cal., by L. E. Beach, formerly assistant buyer for the A. S. Hopkins Co. of that city. He is located at 314 Ochsner building.

San Francisco, Cal.

The Schwabacher-Frey Stationery Company has purchased the remainder of the stationery stock of Sadler & Co., the old San Francisco house which is retiring from business.

* * *

Wm. A. Gray, president of the Crescent Brass & Pin Company, accompanied by his wife, son and daughter, was a recent visitor at the Exposition.

Tacoma, Wash.

It is stated that Walter Berg, formerly of the firm of Cole, Martin & Berg, has withdrawn from that concern and has gone into business for himself as the Walter Berg Company, with offices in the Bernice building, where the company will carry a complete line of commercial stationery.

Cook and Comfort

The other day a man came into an office equipment store. The clerks were all busy, and the man while waiting his turn sat down in a chair which stood conveniently by and invited him. Presently a salesman approached and — well, Cook Comfort and Quality sold that chair with several others. That incident is being repeated every day, so it's not hard to understand why the emblem,

COOK QUALITY
REG. U.S. PAT. OFF.
CAMBRIDGE, MASS.
C.A. Cook Co.

represents all that is best in

Spring Back Typewriter Chairs and Office Chairs

Experience has proved that Cook's Quality Chairs satisfy customers. And there is no doubt that the dealers' proposition we offer will thoroughly satisfy you as it has so many other dealers.

There are any number of inducements for you to carry Cook's Chairs—but we haven't room to tell you the whole story here. Just drop us a line and we'll furnish you gratis with a few profit pointers.

C. A. Cook Company
Manufacturers
16-28 Osborn St., Cambridge, Mass.

ST JOHNS

OFFICE TABLES

THE BATTLEFIELDS OF BUSINESS

When the "air scout" on the trail of the big order phones from the skyscrapers to the home office—it comes in upon a ST. JOHNS TABLE. Just as the broadsides of "literature" will be mailed from another ST. JOHNS and the staff plans of attack perfected at another.

ST. JOHNS

Tables dominate business offices because of their business design, sturdy manufacture, and low cost.

Made in the largest table factory they ought to be as much better as they are, and to sell as easily as you will find that they do.

Get Catalogue

St. Johns Table Co.
Cadillac, Mich., U. S. A.

Why *You* Should Sell VUL-COTS

FIRST, because Vul-Cots have an advantage no other waste-baskets have: they are *guaranteed* by us, their makers, to last for at least five years. Your customers have to buy waste baskets anyway and would rather buy them *guaranteed* to wear.

Second, they possess every other advantage of ordinary baskets: handsome; made in different colors to harmonize with office furnishings; solid sides and bottoms, so nothing can sift to the floor; sanitary; fire-resisting.

Third our new dealer discounts are extremely liberal.

Fourth, we supply each Vul-Cot dealer with full-color descriptive booklets imprinted with his own name, for circularizing, besides running a consumer advertising campaign to increase demand.

GUARANTEED *VUL-COT Waste Baskets*

You make no experiment when you order Vul-Cots, for we make the definite agreement that if they do not sell as *you* think they should, we will buy them back, at the original purchase price. We take all the responsibility for we know how surely they sell.

Will you return the attached coupon for new discounts and further information? It does not obligate you in any way to do this.

American Vulcanized Fibre Co.
520-525 EQUITABLE BLDG.,
WILMINGTON DELAWARE

Information Coupon

American Vulcanized Fibre Co.,
520-525 Equitable Bldg.,
Wilmington, Del

Gentlemen:—Without obligation, please send me complete information regarding new dealer discounts and how you will help me sell these baskets should I decide to handle them. Also send catalog of baskets in colors.

Name .....

Firm Name .....

Street Address .....

City ..... State .....

Number 33 One Piece Cuspidor

Not a soldered seam in it

Strong enough to stand on

Made in Detroit, U. S. A., by

The Ireland & Matthews Mfg. Co.

Our new catalog is ready

YOUR INVESTMENT

in the stock which you carry should be judged by the same standards and surrounded by the same safeguards as any other investment. Especially is this true of your supply business which involves return orders and is among the most dependable of your assets. Because we recognize this we are manufacturing

World and Tuxedo

Brands of

Ribbons and Carbon Papers

for dealers who, like you, refuse to take any chances with their customers, and who understand that it pays to consider quality. Satisfactory results are what the customer in ribbons and carbons demands, and failing of these his business goes over to a competitor. It pays to invest in the best.

We'll send samples and terms to prove it if you'll write us on your letterhead.

International Carbon Paper Co.

206 Broadway **17 Quincy St.**
New York, N.Y. **Chicago, Ill.**

LOOSE LEAF

Chicago, Ill.

C. M. Meyer, of the Boorum & Pease Loose Leaf Book Company, has just returned from a trip to Omaha and the West, and found business to be very fair with the demand for loose leaf lines strong.

* * *

The Ravenswood Office Specialties Company, which has recently moved into a new factory at Newport and Ravenswood avenues, announced recently that within the next three weeks the company will begin to handle to the stationery trade a complete new line of ledgers. Business is to be pushed hard in Chicago, and other sections of the country will also be invaded. Other lines will be added before the close of the summer.

Cincinnati, O.

W. D. McGillivray, San Francisco representative of The Sam'l C. Tatum Company, visited the company's plant and headquarters at Cincinnati in March.

Louisville, Ky.

The many friends of E. Ervin Joyce, traveling representative of the William Mann Company, have been sorry to learn of the serious illness of his wife at their home in Louisville, Ky. The latest reports of Mrs. Joyce's condition, however, have been highly favorable, and it is more than likely that she will soon recover.

New York, N. Y.

The sympathy of the entire trade is extended R. C. Macke, manager of the New York office of the Samuel C. Tatum Company, on learning of the death of his wife, which occurred on Sunday morning, March 14, following a long illness. Mr. Macke is one of the most popular men in the trade and has a host of friends who will be deeply grieved to learn of his bereavement. Besides her husband Mrs. Macke leaves one son.

* * *

Albert A. Goldstein, for many years a valued member of the official staff of the C. E. Sheppard Co., recently was operated upon for appendicitis. We are glad to report that he is improving rapidly and will soon be able to resume his duties.

* * *

Richard J. Conell, representing the Stationers' Loose Leaf Company of Milwaukee and New York, has just returned from his regular western trip in which he covered all his territory as far as the Pacific coast. Contrary to the general impression regarding business conditions, Mr. Conell's sales on this trip exceeded all of his previous records, the demand for the general line being far in excess of present expectations.

Philadelphia, Pa.

The Manco Club of the William Mann Company held a most enjoyable dinner at Kugler's restaurant on March 20. The ensuing entertainment was given at Keith's at 8:15 p. m. An elaborate menu was gotten out, with pictures of officers of the company, of the club and leading members in cartoon fashion, with appropriate quotations under each group.

YOU WILL KNOW

Absolute Chair Satisfaction When You Know Our Line

We manufacture a complete line of office chairs backed by over half a century of practical experience and give the utmost in both quality and style.

All That You Can Ask of a Chair

The cut shows one of our ideal office chairs made of highest grade selected quartered oak and finished either Golden Oak, Office Oak, Weathered Oak or Early English. Seats put together with Lindermann's wedged, dovetailed joint, insuring durability, and equipped with Gilson Mfg. Co.'s chair irons. Standing arm chair to match.

Get our catalogue and price list.

NICHOLS & STONE CO., Gardner, Mass.

Established 1857.

Your Typewriter

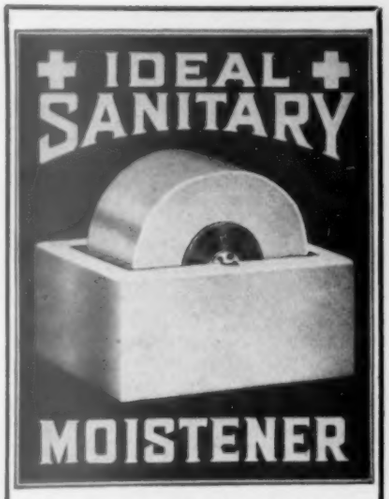
located on our "Satellite" stand, is as convenient as your favorite pen. The "Satellite" way increases the efficiency of operator and typewriter 100%. Does not infringe on desk room and always gives the operator a clear and unbroken writing bed in the center of the desk.

If your dealer cannot supply you we will ship direct — Write us

Adjustable Table Co.

Grand Rapids, - Michigan

IDEAL SANITARY MOISTENER



The Sanitary Way to Moisten Fingers, Flaps, Stamps, Labels

Made of glazed white porcelain, metal parts brass, polished nickel plate. The IDEAL moistener is thoroughly durable and efficient. It simply **cannot** wear out.

There is no rubber in this moistener to harden — sponges to become slimy with filth — no wicks, felt nor gauze which are thoroughly **insanitary** and must be frequently replaced.

The IDEAL sanitary moistener is a staple article and you can make money selling it.

Manufactured by

The IDEAL MOISTENER COMPANY

Findlay, Ohio

Advertising matter furnished in Spanish if desired.

BARGAINS

You can now supply your rebuilt typewriter customers at lower prices and yet make greater profits. We are making a special offer on

REFINISHED UNDERWOODS

Many dealers are ordering them in preference to rebuilt machines, because the refinished typewriters are more profitable. They look like new and require only slight adjustments to make them as good as rebuilt machines.

Refinished Typewriters are selected used machines which are in such good condition that they do not require rebuilding. The frame is given a brand new finish by our improved process, which includes re-striping and new transfers. Each machine is equipped with new platen, new ribbon, new front scale, new thumb knobs, new key-board and new key-rings. All important bright parts are re-nickeled.

We guarantee these machines to be complete as to parts. Money refunded if they are not all we claim for them.

Immediate shipment.

Write today for our April special stock list 16-I.

TYPEWRITER EMPORIUM

34-36 West Lake Street

CHICAGO, ILL.

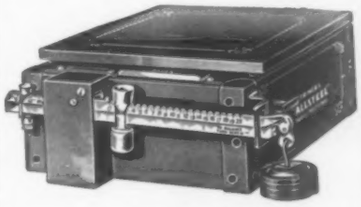
(Established 1892)

Largest Independent Dealers in the World

The Reward of Merit

THE U. S. GOVERNMENT

has selected the TRINER "ALLSTEEL" 100-lbs. Beam Platform Parcel Post or Shipping Room Scales for the equipment of the parcel post service.



43,300

TRINER "ALLSTEEL" SCALES

have been installed in the different post offices throughout the country. It means that unprejudiced and competent judges made a selection that should be a guide to anyone who uses parcel post or shipping room scales and who wants the best. The "ALLSTEEL" is constructed with the beam below the platform which permits the accurate weighing of any shape or size of package—whether a letter or an automobile wheel. The rate computing chart is so arranged that it can be changed by any one.

ORDER THROUGH YOUR JOBBER

Price $20.00 Each

Write us for descriptive matter

Triner Scale & Mfg. Co.

2714 W. 21st Street Chicago, Ill.

We want

Sole Agencies for Great Britain

WE OFFER: — intimate knowledge of the office-appliance market; aggressive selling staff; established connection with the Government, most large offices, stores, banks, railways, etc., and the retail trade. Expert mechanical staff for repairs and adjustments.

WE PREFER to sell useful goods, not fads; labor-saving or otherwise economical devices; would consider good standard lines in typewriter supplies. Prices must be suitable for English market. American references will be furnished.

CAMERON SALES-ORGANIZATION
9 SOUTHAMPTON ST., HOLBORN

LONDON ENGLAND

American Rights of New Invention FOR SALE

A simple, cheap attachment for blank books, indispensable to every user of a desk tickler. Also makes book self-opening, and converts an ordinary fixed-leaf blank book into a tear-out duplicating book, at will.

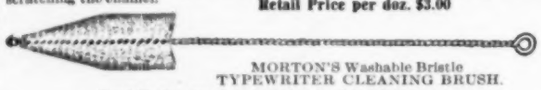
American rights for sale at a moderate price; offers invited from those interested. Sample sent on receipt of references by

CAMERON SALES-ORGANIZATION
9 SOUTHAMPTON ST., HOLBORN
LONDON, ENGLAND

This Typewriter Brush Sells Rapidly Because

It is made right and the price is right. The bristles are non-breakable. The tapering end permits the brush to be inserted in the smallest openings without scratching the enamel.

Retail Price per doz. $3.00



MORTON'S Washable Bristle
TYPEWRITER CLEANING BRUSH.

Send 20c for sample postpaid and ask for dealer's terms.

MORTON MANUFACTURING CO., Louisville, Kentucky

THE THREE "RIVAL" FOUNTAIN PENS

OPEN

NEW RIVAL SELF-FILLER Pen is filled by simply turning the collar in center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or to rot rubber sack. Has all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.

RIVAL NON-LEAKABLE—Perfect fitting, air-tight joints form a perfect, absolutely non-leaking writing instrument. Can be carried in any position without leaking.

RIVAL DROPPER FILLER—From No. 1 to No. 8 plain, chased, gold mounted with bands and sterling silver and gold filled filigree mountings. Very appropriate for Holiday trade.

SPECIAL FACILITIES FOR REPAIR WORK.

Catalog illustrating our full line and giving Prices and Discounts will be sent to dealers on request. WE FULLY GUARANTEE EVERY PEN.

Established 1884.

D. W. BEAUMEL & CO., Inc.

Office and Factory 35 Ann Street, New York

FOREIGN TRADE SOLICITED.

FURNITURE

Detroit, Mich.

The March "Chair Man" of the Murphy Chair Company, Detroit, contains as a prominent feature the second of an interesting and practical series entitled, "Tabloid Talks on Advertising." Other interesting features of this number are, "Sightseeing in the Machine Shops," a fable, called "The Story of the Fatuous Caterpillar," "Real Facts About Machine-Made Chairs," and "Two Minute Talks on Salesmanship." The number is meaty with good ideas and information, and should be appreciated by all who receive it.

Cincinnati, O.

The Globe-Wernicke Company of Cincinnati has developed for the benefit of their dealers what they regard as a window trim idea which is worth while. This consists of a life-sized figure of a man standing before a ledge explaining by means of signs the goods displayed on the ledge. This window trim is beautifully lithographed in twelve colors on heavy binder's board, equipped with easels for support, all strongly and substantially constructed.

Grand Rapids, Mich.

The March number of the Macey Monthly, the house publication of the Macey Company of Grand Rapids is known as The Tuscan number. It announces a new line of oak and mahogany filing cabinets. The interesting line is described and commented upon at length. This number also announces another "How" booklet, deals with the advertising of the new Tuscan line and catalogues a few items about it not previously mentioned.

Great Falls, Mont.

The Tribune Company, commercial stationers and publishers of the Great Falls Tribune, will soon occupy a new building, work on which will begin shortly. The new plant will be modern in equipment. The company will increase its lines of commercial stationery and office supplies. Mr. Buel will have charge of the stationery department.

Marietta, O.

On the thirteenth of October, the first Safe-Cabinet—a number 33—was shipped through the Panama Canal on the American-Hawaiian Steamship Missourian. Twenty-five cabinets followed this one by the same route December fourteenth. The destination of all was the same—the Stewart building, Seattle. This building is to be equipped throughout with the Safe-Cabinet, the sale having been made through the efforts of Mr. Ristine.

Monroe, Mich.

It is "Grandpa Goldie" now. The genial representative of the Weis Manufacturing Company, James M. Goldstein, was notified of the event by this daughter a few days ago.

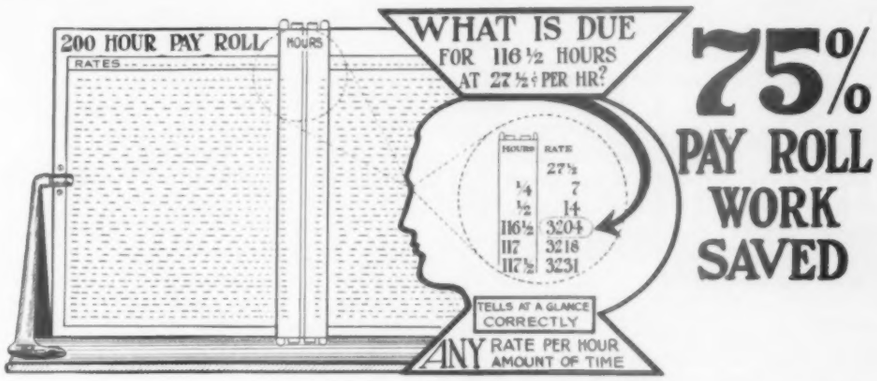
Trenton, N. J.

The officials of the New Jersey School Furniture Co., of Trenton, N. J., in order to facilitate the manufacture of their goods, have decided to erect another plant at Lawrenceville, Va. This town is directly in the heart of the lumber district, and will save thousands of dollars for the New Jersey concern in the matter of railroad freight charges.

Royal Calculating Systems

TRADE MARK

Save Mind——Save Time——Save Money



75% PAY ROLL WORK SAVED

Perfected at an outlay of over $15,000, and the combined efforts of a large number of the best Accountants and Mathematicians in the country now at your disposal at

An Inconsequential Price

The whole range of routine calculations such as Pay Rolls by the hour—day—week—month—tonnage—mileage—piece-work at any rate for any given time or quantity. Discounts—Invoices—Taxes—Measurements—Quantities—Prices—Special Estimates.—Results Given in

One-fourth of the Time Required By Any Other Method

No keys, levers, tabulators; operates instantly. Any one able to read can produce absolutely correct results. If you know what you want, a glance and the problem is solved before you.

Tell Us What Your Problems Are or Send Us Your Rates We'll Do the Rest

District Managers, Salesmen and Dealers, write for Territory and Discount Proposition.

The ROYAL CALCULATOR SYSTEMS CO. 508-512 New England Bldg. CLEVELAND, OHIO

RIGHT NOW

While It's on your Mind Tell Us Your Problems

The Royal Calculator Systems Co.
508-512 New England Bldg.
Cleveland, Ohio

We figure.....

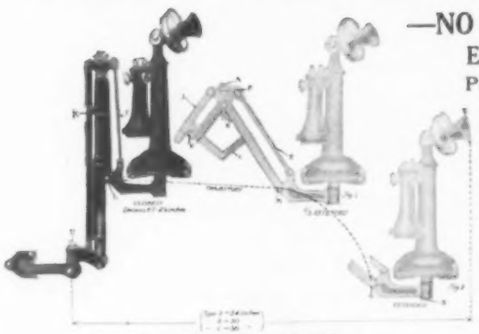
.....

.....

.....

Pin to your letter-head

Won't Mar or Injure the Finest Desk



The OWNLE BRACKET

—NO VISIBLE SCREW HOLES—

Extends Outward—Then Downward

Passes *over* things on the desk

Two things hitherto impossible have been accomplished in this most remarkable telephone bracket.

No one wants a fine desk ruined by unsightly screw holes—No one wants a bracket that sweeps everything off the desk when swung over it.

You don't want to HAVE to get UP to talk—You don't want to HAVE to SIT DOWN to talk in phone. The OWNLE bracket MEETS all these objections and MORE. It is a folding bracket—it is an equipoising bracket—it is a swinging bracket.

Send for literature and prices.

De LUXE ATTACHMENT

MR. DEALER: The OWNLE BRACKET SELLS WHERE OTHER BRACKETS NEVER COULD BE SOLD. Fine offices and furniture really demand this bracket. Send for our special proposition for trade co-operation.

OWNLE MANUFACTURING CO., 133 Federal St., Camden, N. J.

For Quality
IN
Index Cards and Guides
Vertical File Folders
Vertical Folders
AND
Special Printed and Ruled Forms

QUALITY BICCO SERVICE

We Aim Not Only to Manufacture
Filing Supplies of the Highest Standard
But to Give the Dealer That
PERSONAL ATTENTION
That Inevitably Assures His
Customer's Satisfaction
We Invite a Comparison of Our Products
With Those of Any Other Manufacturer.
Write for our Catalog
BOSTON INDEX CARD CO.
113 PURCHASE ST., BOSTON

Insure Perfect Service

PINS

BANK PINS
CUSHION PINS
PYRAMID PINS

Your pin orders will receive careful and prompt attention. Satisfaction will be guaranteed if you send them to

CRESCENT BRASS & PIN CO.
DETROIT, MICHIGAN

RIBBONS AND CARBONS

Milwaukee, Wis.

Charles Saltzstein & Brother, who are well-known Milwaukee dealers in ribbons and carbons, handling the Badger brand of typewriter supplies, have moved into new and more convenient premises. They now occupy suite 807-809, First National Bank building, Milwaukee, Wis.

New York, N. Y.

The Royal Ribbon and Carbon Company, 14 Barclay street, will remove about April 15 to 26 Barclay street. The company will occupy the store floor, basement and sub-basement, and will add a retail department to the business which will include such new lines as office furniture, and everything in the office appliance field. The windows of the new quarters are now being changed around so that it will be possible to install from time to time window displays of manufacturers' latest goods.

* * *

L. J. Cowie, who has been connected with the ribbon and carbon business in Canada, is the sales manager of a new company in New York, known as the Transfer Products Company, with headquarters in the Woolworth building. Their line is being introduced under the trade slogan of "Quality First is Safety First and Always."

* * *

Peerless Carbon and Ribbon Manufacturing Co., of New York City, has been incorporated with a capital stock of $25,000; J. J. Seitz, D. A. Balfour and L. T. Hamburger; Morris Friedberg, 140 Nassau street, are the incorporators.

Regina, Sask.

The Typewriter Exchange reports having recently secured the exclusive agency for Panama carbon paper, and this combined with their agency for silk gauze, the Columbia line, will place them in a position to supply the trade with high grade goods. Beginning March 1 The Typewriter Exchange will discontinue their line of musical goods and office supplies, and will hereafter devote their entire attention to machines, carbons and ribbons, handling Stafford's inks as a special side line.

San Francisco, Cal.

E. C. Dearing, western traveler for the Carter's Ink Company's ribbon and carbon lines, spent a few days early in the month at the office of C. H. Jenkins, local distributer of these goods, and then left for the southern part of the state. Mr. Jenkins says blue carbons are coming through in good supply again now, thus enabling him to fill back orders.

* * *

Ernest Dalton, manufacturer of the St. Francis and Golden Gate brands of ribbons and carbons, is moving to the eleventh floor of the new twenty-story Hobart building at Market and Montgomery streets, from the Board of Trade building, where he was located temporarily for a few weeks until he could find more suitable quarters. He is having the new place fitted up nicely with special accommodations for out-of-town visitors. Mr. Dalton made a trip to New York in March to purchase materials needed in his business. Some of the lines he found rather scarce.

Springtime Blossoms

of the golden apples of opportunity are for the picking of the printer who uses

"K. B." Blanks

for the preparation of Bonds and Stock Certificates. They are steel engraved like a Bank Note and are printed on Crane's Bond paper in a large assortment of styles. They are the only line of steel engraved blanks on the market. Dealers and investors prefer them to all others. Every stationer and printer should have them.

Samples on request.

KIHN BROTHERS Bank Note Engravers
99-103 Beekman Street. New York

TURTON'S
"SPRING CUSHION"
Typewriter Feet

Save Ribbons, Carbons, Repairs, Soften Touch, Increase Speed

—producing these results from **special** SPRINGS each being regulated in **exact accordance with** the **weight and vibration** of the **make** and **model** it is intended to support. This feature of **mechanical accuracy** is exclusive with these "cushions," and it is only through adhering to **strictly mechanical construction** that it is possible to secure **perfect mechanical results;** besides, springs constructed relative to the use intended for them, will practically last forever—hence our **unlimited guarantee.**

They are attached directly and permanently, to the machine.

While they **reduce** the **noise fully 50%**, this is a minor advantage compared with **saving in ribbons** and **carbon paper, reduction of wear on the machine** and chiefly, in our opinion, **producing a "velvety" touch,** which enables the operator to do **more and better work** and **with less fatigue.**

These attachments are not an experiment—sets that have been in use three years are giving perfect service today.

Write for trade discounts and cash refund proposition, and remember we stand back of every set.

THORP & MARTIN TYPEWRITER CO.

Boston, Mass., U. S. A.

Parts Platens Tools Supplies

Erases Ink Quick!

Like a Magic Wand

The RUSH-ERASER

De Luxe

Is the first Ideal Ink and Typewriter Eraser

SELLS AT SIGHT

Indispensable to Stenographers, Bookkeepers, Bankers and all Users of Pen and Ink.

Made in Solid Gold, Sterling Silver, Solid Gold Plate

One stroke and the wrong letter or blot disappears, leaving paper smooth and clean.

This Flexible Diamond Brush Has Over 10,000 Diamond Points. "That's The Reason."

No Rubber, Acid or Blades.

Mr. Dealer: Have you seen the catchy RUSH-E-RASER Electric Window Exhibition? Free to Live Dealers.

Elaborate and Mystifies. Dealers concede it worth $100 to $500 per week. It brings crowds and makes sales.

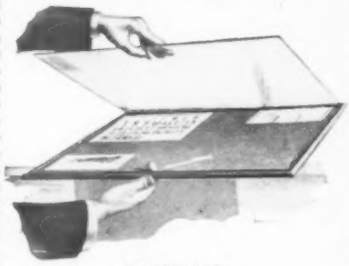
Used by U. S. Government, Navy and State departments.

Elegant Display Sign in Gold and Silver for the trade.

RUSH-ERASER CO.

825 S. A. & K. Bldg. Syracuse, N. Y.

THE ROSCO
Glass Desk Pad



(PATENTED)

As necessary as a desk. A glass plate that can be lifted as easily as your hat. An ornament and a utility combined. Sanitary and economical.

The **ROSCO GLASS DESK PAD** consists of a glass plate fitted into a flanged frame. A hole in the bottom of the pad permits the insertion of a finger to lift glass, and there is **NO SUCTION or DISTURBANCE of Papers when glass is lifted or lowered.** The flanges protect edges of glass from contact and are bound in the heaviest and finest quality of leatherette, in finishes that beautifully match light oak, golden oak, weathered oak and mahogany desks.

Its originality attracts attention everywhere.

Desk Dealers and Stationers will find this a profit maker.

Write for complete descriptive matter and prices now.

Ravenswood Office Specialties Co.
West Ravenswood & Newport Ave., Chicago

Mercury Brand Typewriter Ribbons and Carbon Papers
ARE of the highest quality.

OUR CHEMIST buys the materials, and inspects the finished product.

ASSURING—a uniform grade that only the best of materials, modern machinery, and a thorough knowledge of both can produce.

WE DEPEND—upon the satisfaction obtained by our many users, for more business.
—WE GET IT!

SPECIAL DISCOUNTS! to dealers and jobbers.

The Mercury MANUFACTURING CO.
Rochester, N. Y.

Salesman or Sales Manager

Whether you are a salesman or a sales manager, a general manager, an officer or a director of your company, you should be represented by a good card—**the best card**—

PEERLESS PATENT BOOK FORM CARD

Appearance of our neat card in case.

That they are the best, admits of no discussion. The best men everywhere use them. If you don't it is only because you have not examined them. They are always carried together and they carry conviction. They are always smooth edged when you detach them and they are always clean and flat. They leave nothing to be desired, however fastidious the taste, or severely critical the judgment.

Send today for sample tab and detach the cards one by one—satisfy yourself as to what others universally call best.

Send today.

ESTABLISHED 1857

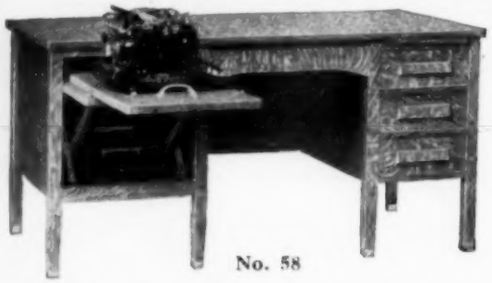
The John B. Wiggins Co.

Engravers Plate Printers Die Embossers

51-53 East Adams Street Chicago, Ill.

MOON OFFICE DESKS

at your own price



No. 58

¶ This is the desk that has made the public sit up and take notice.

¶ Material—selected white oak—writing bed 5-ply, built up to prevent warping, with quartered oak face—extension slide built in the same way. Balance of desk selected white oak. Legs equipped with brass sockets. Metal bottom under pedestal.

NOTICE

60 in. long, 30 in. wide, 30 in. high, **$18.50**
55 in. long, 30 in. wide, 30 in. high, **$17.50**
Write for full information and cuts.

MOON DESK CO., Muskegon, Mich.

TENACITY New Ring Binders and Metals

Do you want the best and strongest Ring Binder for your 1915 stock and Special Requirements?

Our New, Electrically welded, Bessemer Steel Ring, Lever opening Ring Binder is designed to meet every requirement for strength, durability and artistic appearance.

By eliminating the Brass ring and substituting Bessemer steel, and by electrically welding the rings to the hinge plates we have made our Ring Binders strong when all other constructions are weak.

We absolutely guarantee that our rings will not break out or become loose no matter how long or how hard they are used. Made according to our own ideas and under our own basic patents; furnished in all capacities from ½" up to and including 2" and for all sheet sizes up to 24" in length.

We cheerfully furnish metal parts only at Correct Prices. If you want the strongest and most durable Ring construction ever produced, write us for sample and prices.

Catalogs, both bound goods and metal parts are now in press and will be ready for distribution about January 15th.

The Tenacity Mfg. Company

Reading, Cincinnati, Ohio

CATALOGUES

We are almost tempted to suspect that the cartoonist of the Hammond Typewriter Company one day looked over the shoulder of our inspired compositor and read the favorite guide-line for matter for this department—"Cats and Bulls." He has represented the Multiplex Hammond typewriter as a tremendously well-fed cat, which has evidently eaten all the canaries—the canaries being competitors, of course. The Multiplex Hammond is shown in this clever catalogue to be many typewriters in one. And, by the way, the title of this bulletin is "The Multiplex," and it is issued periodically by the Hammond Typewriter Company. The present one shows the wide popularity of this machine, many of which are used, not only by the nations now at war, but by others all over the world, both in public and private institutions, and by individuals and large concerns everywhere.

* * *

Catalogue No. 815 of Globe-Wernicke filing cabinets in wood and steel, and Globe safes, is quite up to if not ahead of previous catalogues issued by this well known company. It contains eighty-four pages in the main section and eight pages in the supplementary section, with a number of additional pages which include price lists of upright steel vertical units, etc., with order blanks for the benefit of customers.

An interesting line of sectional shelving for use in stock rooms is listed among the other items, and the manner of its use is shown in a full page illustration.

The catalogue includes fully illustrated descriptions of all of the principal Globe-Wernicke goods, including the "7,000" line in steel, the "6,000" line in steel, Globe safes, "2,000" line in wood, the "1,000" line in wood, besides a wide variety of horizontal sections, Unifiles, card cabinets, files, bases, supplies, etc.

The book opens with an interesting outline of the scope of the Globe-Wernicke factories, and pictures of the plant at East Norwood, Ohio. This is followed by a discussion of the unit idea as an economical factor in modern business. All dealers should possess a copy of this catalogue.

* * *

The Irving-Pitt Manufacturing Company of Kansas City, Mo., has prepared a folder describing a loose leaf system designed for the use of garages. It is a simplified monthly statement system which saves money, time and labor. Another circular of interest to dealers is entitled "Tips." This gives suggestions regarding stuffers, local advertising, sales co-operation, etc. Both these circulars may be had on application.

* * *

The Meilink Manufacturing Company of Toledo, O., presents a striking folder describing and illustrating their "steelcraft" line of sectional filing cabinets. This line, which is remarkably complete and comprehensive, is distinguished by several new features and possesses striking points of merit and convenience. It is thoroughly well constructed and moderate in price. The company claims a new and original feature in the sectional construction of the "steelcraft" uprights. Dealers interested in steel furniture would do well to procure a copy of this folder.

Makes Your Work Easier

ADJUSTABLE TABLE CO.
GRAND RAPIDS, MICH.
Also from Adding Machine Agents & Salesmen

Are You Getting Your Share

of this **Special** Loose Leaf Business? Your own city council does or should keep their records in the

BARRETT
Congressional Binder

It is used by legislatures, city councils, and other deliberative bodies for filing records of proceedings quickly and in readily-accessible form.

Many attorneys keep the records of their more important cases in the Barrett Congressional Binder. Its open back gives unlimited capacity.

The Barrett Congressional Binder has unlimited capacity and is furnished in all sizes and finishes. The trade discount on this binder makes selling it well worth your while. Our free bulletin will tell you more. Send for it.

THE BARRETT BINDERY CO.
726 Federal St., Chicago, Ill.

Mailing Costs Reduced!

Beginning the day you install this simple efficient machine. Your mailings out on time *always*—at reduced cost — without trouble or delays. 10,000 concerns have cut their mailing costs with this efficient motor-driven machine—have turned their mailing work over to the cheapest help in the office—saved hours of time and real money in salaries. Why not you also?

Acorn-Thexton Envelope Sealer

Used by such concerns as the Addressograph Co., Standard Oil Co., Sherwin-Williams Co., and thousands of others—large and small.

10,000 an Hour—Seals as high as 10,000 letters an hour (165 per minute)—securely and without soiling. No matter how large or small your mailings—gets them out on time—no delays—no worry. A simple motor driven machine—strong and always dependable. Three other models made—$75, $45, $25.

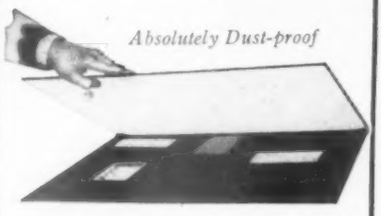
Free 10-Day Trial—Let us give you further information on how the Acorn-Thexton Envelope Sealer will reduce your mailing costs. Write at once for complete details of our 10-day free trial offer.

DEALERS: Send for complete details of our proposition. Dealers everywhere are *making money* selling these machines.

Acorn Brass Mfg. Co.
425 South Clinton St.,
Chicago - Illinois

The Chicago Glass Desk Pad

Absolutely Dust-proof



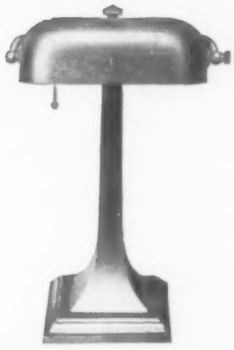
THE Chicago Glass Desk Pad provides a smooth, hard writing surface, protects the desk, is strictly sanitary and improves the appearance of the office.

The glass which extends to the edge of the pad and leaves neither pockets nor cracks to collect dust, is made of plain and beveled glass, and rests on a leatherette base. The glass can be raised easily without being pushed over top of desk or table.

Price $3.00 to $7.00 Attractive terms to dealers.

CHICAGO MIRROR AND ART GLASS COMPANY
Established 1890
216-220 N. Clinton St., CHICAGO, ILL.

THE EMERALITE DESK LAMP



Every Office in your City Should have them

You *can* sell Desk Lamps as readily as you can sell any other office accessory.

Many dealers in your line have tried out the EMERALITE with good success and found it an easy seller.

Send today for our complete catalog and dealers' proposition.

H. G. McFADDIN & CO.
44 Warren St. New York City

A Good Seller

The CRYSTAL INK ERASER

The "Crystal" is an eraser that leaves nothing more to be desired. The "Crystal" erases quickly and neatly without the slightest injury to the paper. The dust-brush takes care of all erasings and leaves the paper perfectly clean.

DEALERS

can sell this eraser to bookkeepers, stenographers, and all others who use pen and ink and typewriters.

Our proposition to dealers and agents is liberal.

Write us today and we will explain it to you.

The CRYSTAL MFG. CO.
Larned Bldg.
SYRACUSE, NEW YORK

Cesco

Regal Ledgers
at
Popular Prices

REGAL ledgers are substantially made and are good enough for any class of business—bar none. At the same time they are low in price and will fit the pocketbooks of *all* your customers.

Dealers' Profits Assured

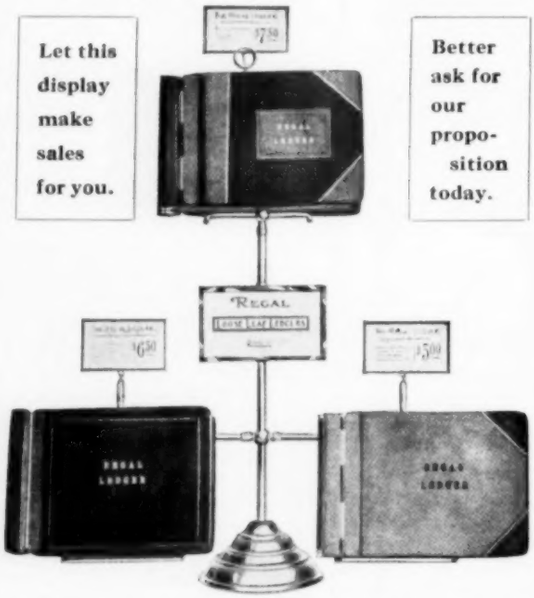
Those dealers who are prepared to fill the demand for REGAL ledgers are realizing handsome returns. They are giving complete satisfaction in thousands of offices and their demand is growing.

We Help the Dealer

The special display outfit illustrated below, properly exhibited, will actually *sell* ledgers for you. We want every commercial stationer to have one of these outfits and therefore make an exceptional proposition concerning them. Write us today and let us explain how you can receive an assortment of ledgers including handsome brass display stand, signs and all, and display them for 30 days without expending a cent except for postage.

Let this display make sales for you.

Better ask for our proposition today.



THE C. E. SHEPPARD CO.

Loose Leaf Binders and Supplies

303-311 Hudson St., New York, N. Y.

CHICAGO: 440 So. Dearborn
PHILADELPHIA: 422 Lafayette Bldg.

HOUSE ORGANS

"The Rex Rooter" is the official organ of the Rex Typewriter Company, and is published at 28 East Jackson boulevard, Chicago. Vol. 1, No. 1, of this little house organ is in our possession. This is a clever little publication and should be a valuable aid to the sales department of the Rex Typewriter Company. It is well edited and contains many good suggestions for dealers. Noteworthy among these suggestions is a number of window cards which may be reproduced by Rex dealers.

* * *

"Ammunition" for March tells about the good records which the Safe-Cabinet Company's organization is achieving. The new "S-Cientist" model of the Safe-Cabinet is quite fully described, and an interesting fire test made upon this model is related. Photographs of much interest are presented as a part of the story of this test. An interesting page showing reproductions of the front cover pages of some of the periodicals in which the company advertises is presented, and on the succeeding page photographic reproductions of the actual advertising are given. There are many other interesting features in this number.

* * *

The Royal Standard, the organ of the Royal Typewriter Company, presents many excellent features in its March issue. Mr. Hess continues his series of interesting articles on Royal features. The present article deals with type impressions and is of especial interest to those whose studies lead them into the verification of documents by means of a study of typewriting.

* * *

The March number of Demonstration, the organ of the L. C. Smith & Bros. Typewriter Company, is particularly interesting on account of the strong and intelligent sales talks, and is well supplied with other matter of interest to L. C. Smith people. The frontispiece is a picture of the annual dinner of the Portland office, on February 1, 1915. The opening article, written by M. S. Eylar, general sales manager, is entitled "The Ability to Say No." Following this two machine-a-day men are pictured, C. L. Soldan of New York City, and A. E. Keating, also of New York City, both of whom have averaged a machine a day for a year. J. K. Wightman of New York City, school representative for the New York office, averaged nearly two machines a day during 1914. A contribution by Mr. Eylar on "Selecting Salesmen" quotes Forrest Crissey's article in a recent number of the Saturday Evening Post. The third article of the "Science of Applied Salesmanship" series, by W. J. Derby, is one of the useful features of the March number. Another article is entitled "Selling Talks for Salesmen." An attractive illustration appears on page 14. Little Miss Harriet Pauline Brockett, aged about four, is shown seated before an L. C. Smith machine. On the chair is a card stating that she is Elsie Smith's favorite, and that she is working for her dad. A picture of F. P. Brockett, manager of the Memphis office, is shown in a circular panel at the top of the other picture. Mr. and Mrs. Brockett are to be congratulated on having such a beautiful little fairy in their home.

A man's mail will reach him where no mortal can

Mailing Lists 99% Guaranteed

covering all classes of business, professions, trades or individuals. Send for our complete catalogue showing national count on 7,000 classifications. Also special prices on facsimile letters and addressing.

ROSS - GOULD

550 N. 9th St., ST. LOUIS

Multigraphs, Adding Machines, Office Devices at half price and less

Rebuilders of typewriters, adding machines, time clocks, dictaphones, duplicating machines, new and second hand office furniture and safes. We enjoy facilities which enable us to make low prices. The goods are cheap in price only.

Write for price list today.
It will save you money.

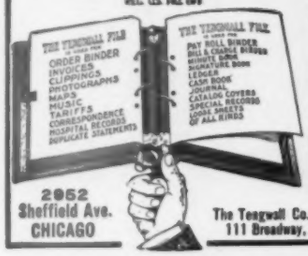
Chicago Safe & Merchandise Co.

30 and 32 W. Lake St., Chicago

The Tengwall FILE

Look for Trade Mark on the Label

We manufacture Loose Leaf Accounting Forms, Binders, Files, Ledgers and Price Books.



2052 Sheffield Ave. CHICAGO

The Tengwall Co. of Illinois
111 Broadway, New York

NON-RIPPING
COIN BAGS
BEST MADE
The "EUREKA"

Write for our Liberal Discounts on these Bags—20 Sizes.

OVER 700,000 SOLD

We advertise them to all the Banks and Street Railways, stating they are for sale by leading stationers. We furnish FREE Circulars with your imprint on for your out-going mail to catch orders. We make BILL STRAPS, gummed and ungummed.

U. S. Agents for PARSONS' SILVER PLATED PENS.
COIN MAILING CARDS are made by us in various styles and prices; also COIN WRAPPERS.

The Detroit Coin Wrapper Co.
371 Harper Ave., Detroit, Mich.
70 Bond St., Toronto, Canada

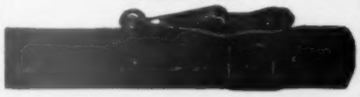
Typewriter Ribbons

The clean-cut writing of distinctive appearance and the long wear obtained from our Typewriter Ribbons give the user extra ribbon satisfaction.

Write for Agency Proposition

Canode & Hunt Mfg. Co.
Manufacturers of
Typewriter Ribbons
536-538 So. Clark St. CHICAGO

"FAULTLESS" Pen and Pencil Clips
GUARANTEED



Made in three sizes—Pencil, Medium and Large Pen sizes. Mounted three dozen on a card in any assortment desired.

Finished in Ebony black, which is new and exceedingly durable. Heavy bright nickel. Electro gold plate. For neatness and practicability this clip has no equal.

L. D. VAN VALKENBURG, Manufacturer
HOLYOKE, MASS. U. S. A.

Hotel Charlevoix
Detroit, Mich.

A 200 room hotel, completely furnished and equipped. 150 rooms with private bath. An Ideal Location. Absolutely Fire Proof.

Rates, $1 and $1.50 without bath, $1.50 up with bath.

GRINNELL BROS., Props.
Horton M. Kellogg, Mgr.

There Is Big Money in Automatic Card Printing

The Automatic prints while you wait

Business and Calling Cards, Tickets, Invitations, Announcements; and many others. Prints 100 per minute, 6000 per hour. Write today for our free catalog 40.

S. B. FEUERSTEIN & CO.
542 W. Jackson Blvd.
CHICAGO

$300 Multigraphs (USED)

Complete with type, tools, supplies, ribbons, etc. In fine condition. Will ship for inspection if express charges are guaranteed.

PRICE $95

The Office Specialty Co.
Philadelphia Bourse, Philadelphia

GOLD PENS
ALL SHAPES AND STYLES
Gold Pens for Jobbers and Fountain Pen Manufacturers
IMPRINT WORK A SPECIALTY

PROMPT REPAIR SERVICE

All makes Gold, Fountain, Stylographic Pens. Pencil Cases perfectly repaired and returned day received. Satisfaction Guaranteed.

Geo. P. Gaydoul, 50-56 John St., New York

FEATHERWEIGHT EYESHADE

The shade that takes your eye and keeps it in good health.

Light Weight, Adjustable, Durable, Hygienic, Healthful. No metal or elastic band to press or bind the head. Opaque for artificial light. Transparent for natural light. Lies flat when not in use, thus preventing being crushed out of shape by accident; can be carried in hat or rolled up in a small package to carry in the pocket. Visor wider than other shades. We recommend the opaque for those wearing glasses.

The Featherweight Eyeshade Co.
Merchantville, N. J.

GOLDING SHEARS

Made in sizes 8, 12, 16, 24 and 36 inches and three styles. With Table and without, also on stand. $4 to $70.

Draw Cut—no clamp required.

Useful, durable, reliable for cutting paper, cardboard, cloth, thin leather or wood veneers.

Handy for Manufacturers, Bankers, Printers, Photographers, Stationers, etc. Write us for catalog. Dept. O.

GOLDING MFG. CO., Franklin, Mass.

The Herkimer European Plan

Courteous Treatment Everything Right

$1.00 up—detached bath

$1.50 up—private bath

Excellent Restaurant Correct Service
Moderate Prices

HOTEL HERKIMER
GRAND RAPIDS, MICH.

Maximum Comfort at Minimum Cost

VULCANIZED FIBRE Waste Baskets

at new low prices. The best basket for office, factory and home. Write for prices and special trade discounts.

VULCAN baskets outlast all others.

THE C. SPIRO MFG. CO.
131st St. and Park Ave.
NEW YORK CITY

Let Us Solve Your Problem

We do drafting, model and experimental work. Have a light, up-to-date well equipped factory.

Nelson Tool Co., Inc.
781-783 E. 142nd Street
New York City

PATENTS

Paragraphic Record of Recent Inventions in the Office Appliance Field.

Copies of any one of these patents can be obtained by sending 15 cents in stamps to E. G. Siggers, patent lawyer, Suite 33, N. U. Building, Washington, D. C., and mentioning Office Appliances

1,118,978. Tabulating Machine. Bester R. Webster, Pasadena, Cal., assignor by mesne assignments to Wahl Adding Machine Company, Wilmington, Del., a corporation of Delaware.

1,119,108. Attaching Means for Typewriters and the Like. Sydney C. Nott, La Grange, Ill.

1,118,998. Recording Mechanism. Joseph Louis Authier, Detroit, Mich., assignor to Burroughs Adding Machine Company, Detroit, Mich., a corporation of Michigan.

1,119,010. Tabulating Machine. Hyman Eli Goldberg, Chicago, Ill., assignor to Goldberg Calculating Machine Company, Chicago, Ill.

1,119,040. Adding Machine. George B. Putnam, Detroit, Mich., assignor to Burroughs Adding Machine Company, Detroit, Mich., a corporation of Michigan.

1,119,061. Calculating Machine. John Bricken, Chicago, Ill., assignor by direct and mesne assignments to Burroughs Adding Machine Company, Detroit, Mich., a corporation of Michigan.

1,119,149. Type-Head Shifting and Locking Mechanism. Harry A. Footorap, Harrisburg, Pa., assignor to Elliott-Fisher Company, Harrisburg, Pa., a corporation of Delaware.

1,119,251. Envelope. James Macon Donaldson, Dodd City, Tex.

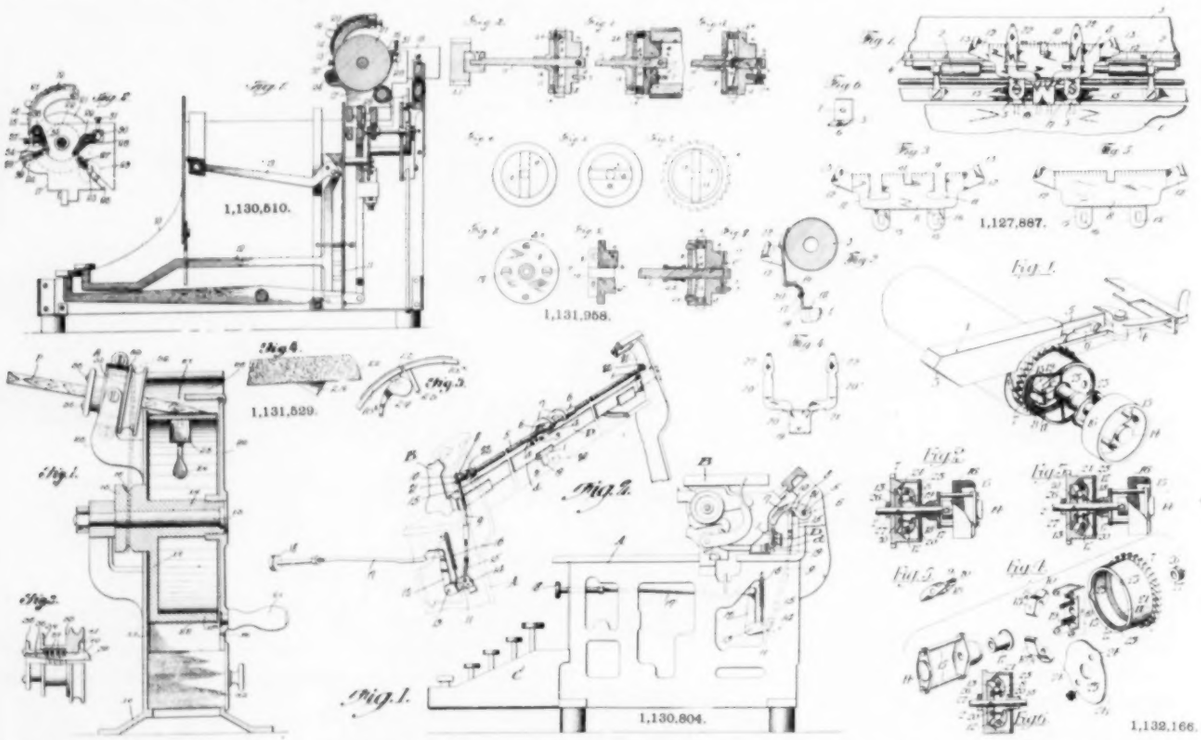
1,119,344. Cash-Register. Arthur John Herbert Burnett, Wimbledon Park, England, assignor of one-half to Robert Goodson, Holborn, London, England.

1,119,404. Regulating Device for the Keys of Calculating Machines. Hugo Cordt, Oldenburg, Germany.

1,119,457. Envelope-Sealing Machine. Daniel G. Saunders, Jr., Kansas City, Mo.

1,119,523. Locking Device for Loose-Leaf Binders. Henry C. Miller, Milwaukee, Wis.

1,119,638. Package-Tying Device. Bedford Shelton Robertson, Rocky Mount, Va.



No. 1,130,804.—Margin adjusting attachment for typewriters; patented March 9, 1915, by Frank M. Dillon, of Durham, N. C.

No. 1,130,510.—Paper feed for typewriting machines; patented March 2, 1915, by Marshman W. Hazen and Otto Petermann, of New York, N. Y., assignors by mesne assignments to Corona Typewriter Company, Inc., of New York.

No. 1,131,529.—Pencil sharpener; patented March 9, 1915, by Albert Leicht, of Sheboygan, Wis.

No. 1,132,166.—Platen release from control of line space wheel on typewriting machine; patented March 16, 1915, by Cornelius B. Corcoran, of New York, N. Y., assignor to Underwood Typewriter Company of New York, N. Y.

No. 1,131,958.—Variable line spacer for typewriting machines; patented March 16, 1915, by William King Richardson, of Leavenworth, Kans.

No. 1,127,887.—Relating to card-holding devices on a typewriting machine of the general character set forth in U. S. Letters Patent No. 950,326, and constituting an improvement thereupon; patented February 9, 1915, by Edward B. Hess, of New York, N. Y., assignor to Royal Typewriter Company, Inc., of New York, N. Y.

The Clip That Locks!

Extra Features — Extra Talking Points

The CLIPLOX not only fastens two or more sheets of paper together but actually locks them so they will not come apart until you wish to separate them, which may be done easily and without tearing the paper.

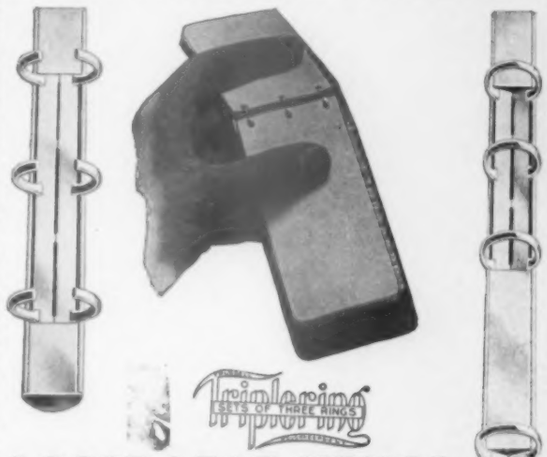
An Exclusive CLIPLOX Feature

A talking point really worth talking about and one that is appreciated by all users.

CLIPLOX—this wonderfully efficient new invention is extremely simple, neat, light, durable and the handiest little paper fastening device on the market. Saves time, expense, trouble and 35% filing space. Papers fastened with the CLIPLOX lie flat— no bumps. There are a hundred daily uses for the CLIPLOX in every office.

Retails at $2.50—Manufactured only by

Max Gessler, Inc., Milwaukee, Wis.



LOOSE LEAF MEMOS

are built on new and correct lines, permitting the greatest compactness, beauty, strength and simplicity.

Made in several bindings; low, medium and the highest grades, including our patented one-piece "KUT FLUSH" binding.

The metal of which the rings are made is oval and solid.

Pictures of metal parts shown are actual size. Note the compactness and beauty.

Trussell Mfg. Co.

10 N. Cherry St., Poughkeepsie, N. Y.—Branch, 106-108 Fulton St., N.Y. C.

Crane Ladies' Stationery

Sold by all Stationers and Booksellers

These goods are suited to the tastes of the most select trade. Their merits are known the world over, and they yield a profit to the dealer. Once tried, the purchaser becomes a regular customer.

Presented in the following Styles and Qualities:

SUPERFINE QUALITY. In Light Blue Boxes, containing ¼ ream of Note paper each, and in separate boxes ¾ thousand Envelopes corresponding.

EXTRA SUPERFINE QUALITY. In Lavender Colored Boxes, containing ¼ ream of Extra Fine Paper each: in like Boxes are Envelopes to match.

Our papers are supplied in Bordered Goods and other specialties by EATON, CRANE & PIKE CO., Pittsfield, Mass., and 225 Fifth Ave., New York, whose boxes bear the word "CRANE'S" containing our goods.

This Trade Mark every box

ALL THIS STATIONERY CAN BE RELIED ON AS REPRESENTED. MANUFACTURED BY

Z. & W. M. CRANE DALTON, MASS.

DODGE

DU TRADE RA MARK BUL

RIBBONS

Are you a "Dodge" user? If not write us and we will give you proof that you should be

REPUBLIC-DODGE MFG. CO.

Douglas St. and Third Ave., BROOKLYN, N. Y.

Imperial Sectional Post Device

Best and Simplest Post Device Made. Unequaled for Strength and Durability.

Two Tier Letter Desk Tray

Imperial popular Sectional Posts are handsomely enameled to match wood finishes, adding to the attractive appearance of trays, which are made of quarter-sawed oak neatly finished in antique and golden, also of birch mahogany and genuine mahogany. Each tray has four felt corners which prevent possibility of marring the desk surface.

Trays can be built with as many tiers as desired and with any space desired between tiers by means of four-inch and one-inch post sections.

This is only one of many exclusive advantages found in IMPERIAL goods. We have a complete line of filing cabinets and supplies.

Send for catalog and trade discount.

Imperial Methods Co

206 W. Monroe St., Chicago, Ill.

Three Tier Letter Desk Tray

WANT ADVERTISEMENTS

HELP WANTED.

ONE of the largest manufacturers of office equipment in the country wants a designer capable of handling Bank, State, County, and Municipal work in bronze, steel and wood. We want a man who is artistic in his results, and who has an appreciation of the business problems involved in the designing of office equipment. In writing please give statement of past experience; patented features, if any, that you have devised; sobriety, dependability and ability to co-operate with sales and executive organizations. Address C-32, care Office Appliances, Chicago.

SALESMEN WANTED.

WANTED—Salesmen for a new office device for which there is a great demand and no competition. Exclusive agency arrangements for men of ability to cover four districts, Connecticut, Philadelphia County, Baltimore and southern counties in Pennsylvania. While strictly a commission proposition applicant must be man of proved ability, trustworthy and with excellent references. Address, with full particulars, U-22, care Office Appliances, Chicago.

BRANCH manager of one of the best known articles of office equipment is looking for first-class salesmen, who have had experience in selling office equipment and can produce good results. The proposition offers big opportunities to the right men. Address S-25, care Office Appliances, Chicago.

SALESMEN wanted with some experience in our line to sell our product to the large consumer direct. Liberal commission or salary to the right man. Apter Brothers Mfg. Company, 412 S. Fifth Avenue, Chicago.

WANTED.—Salesmen to sell an attractive line of steel office furniture and filing equipments to dealers on commission basis. State qualifications in full. Address V-22, care Office Appliances, Chicago.

NEW aluminum short account credit system. Best on market. Largest commissions. Complete line sales and order books, carbon sheet or carbonized. Wirth Salesbook Company, Chicago.

SALESMEN—For two meritorious office appliances. Desirable line for salesmen calling on offices. Write for exclusive agency offer. Scofield Company, 152 Nassau Street, New York.

SALESMEN—For typewriter cushion keys. $2.50 per set. Excellent line for those calling on offices, large profits, no risk. Imperial Mfg. Company, 293 Washington St., Newark, N. J.

SITUATIONS WANTED.

OWING to a change in ownership of present employer a highly efficient executive desires to get in touch with a Metal Furniture factory where experience, energy and ability can be utilized to advantage. Capable of taking entire charge of any selling organization or selling campaign, familiar with mail order business or handling salesmen, can get up advertising matter that pulls, design and edit catalogs, etc., generally familiar with manufacture and sale of metal furniture and vault equipment. Salary to be decided after ability is demonstrated. Address N-23, care Office Appliances, Chicago.

A COMPETENT and experienced office equipment manager and salesman desires to make a change. At present engaged as manager of office supply store in middle west. Thirty-two years of age, married, ten years' experience. The best of references. Would consider a proposition with investment. Address L-23, care Office Appliances, Chicago.

CAPABLE factory manager now engaged would for reasons make change. Thoroughly competent to build up and perfect factory organization. An expert on dies, tools and machines. Can produce excellent references. Address M-33, care Office Appliances, Chicago.

SITUATION wanted, by successful typewriter salesman. Has had years of profitable experience with leading machines. Can handle a good proposition in satisfactory manner. Excellent references. Address P-24, care Office Appliances, Chicago.

COMBINATION typewriter repair and salesman. Twelve years' experience on all makes, rebuilding, etc. Willing to locate anywhere. References furnished. Address H. S. B., care Office Appliances, 508 Tribune Bldg., New York.

FOR SALE.

8,000 NAMES (absolutely correct) wealthy Porto Rico families —responsible mail order buyers—$2.00 per thousand; complete list $15.00. Over 1,000 automobile owners, entire list $3.00. Write for price list containing hundreds of different classifications of Latin-American mailing lists. The Mail Order Company, P. O. Box 148 M. M. San German, Porto Rico.

ADDRESSING, sealing and stamping machines. Multigraphs and kindred devices, saving you one-fourth to one-half factory price. Office Device Co., 716 Chestnut Street, Philadelphia.

THREE HUNDRED FIFTY Hug cushion typewriter rollers at $1.00 net. All makes machines regular price $5.00. W. W. Sale, Seattle, Washington.

MISCELLANEOUS.

WANTED.—Typewriting machines all makes in exchange in trade for typewriter ribbons all widths, regular goods, ready for sale. Snelling & Son Manufacturers, South Brooklyn, N. Y.

WANTED.—We want three or four Writerpress machines. Must be cheap for cash. Address P-22, care Office Appliances, Chicago.

WANTED.—Adding Machine; must be cheap for cash. Give price, kind, condition and all particulars. Duoform Company, North Java, N. Y.

AGENTS WANTED.

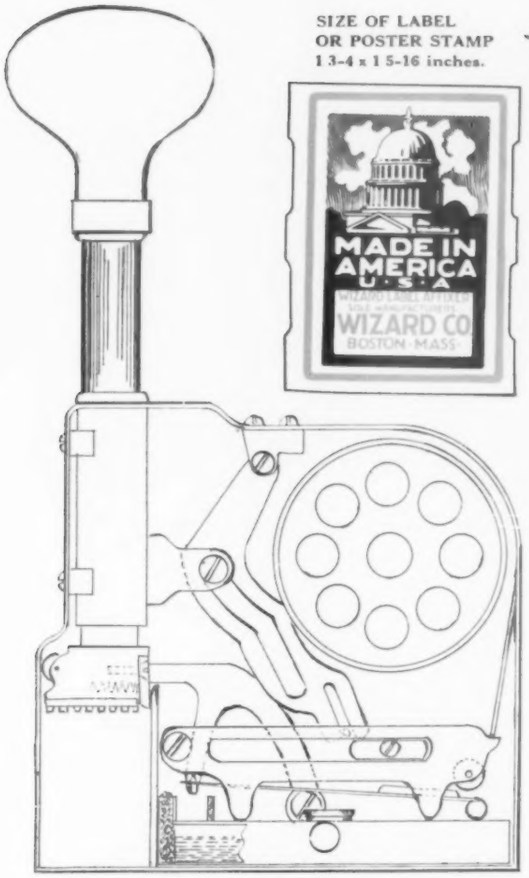
BIGGEST money-maker out. Newly invented Linefinder and copyholder for stenographers and all kinds of copying. Nine offices out of ten buy them when left on trial an hour or so. Don't miss this money-making opportunity. Write today. Lineguide Mfg. Company, 160 North Fifth Avenue, Chicago.

AGENTS and Dealers wanted to handle new device that means quick sales and a good profit. Not an experiment but a practical success. No heavy, bulky samples to carry. Every business office a prospect. Address J. S. P. Mfg. Company, Utica, N. Y.

H. OHASHI & COMPANY, 54 Leonard Street, New York, leading manufacturers, wish to secure good representation everywhere throughout the world for their typewriter ribbons, carbon paper and Japanese copying books, etc. Best and standard in these lines.

AGENCIES WANTED.

AGENCIES wanted by well established London concern selling all kinds of office appliances. Especially desires to secure agency for some meritorious device selling at a price below $10.00. This concern has a large, competent organization and has extensive trade relations throughout Great Britain. Address Q-23, care Office Appliances, Chicago.



SIZE OF LABEL
OR POSTER STAMP
1 3-4 x 1 5-16 inches.

This Is the Wizard Label Affixer

SPECIALTY AND ADVERTISING SALESMEN

Here's something that will interest you. Men with an earning capacity of $50 per week or more will find this worth investigating.

Exclusive Territory

This company is prepared to furnish Advertising Poster Stamps or Labels the size shown above, put up in rolls of 500 made to fit this machine. The **Wizard Label Affixer** is a portable device, it feeds, moistens, cuts and affixes on the depression of the plunger at the rate of 50 per minute. The **Wizard** operates with but little effort and makes what has heretofore been a monotonous, sticky task one of pleasure and freedom from that "stuck up" condition when putting on labels or poster stamps by the old sponge or "gum lunch" methods.

We can furnish Poster Stamps and Labels in any number of designs suitable to any line of business at a very low cost.

Price of the Wizard Label Affixer $25.00

We also manufacture the Wizard Postage Stamp Affixer, a dependable machine with all unnecessary attachments eliminated, retailing at the popular price of $12.50. Stamps may be obtained from any U. S. Post Office in rolls of 500 suitable for this machine.

SOLE MANUFACTURERS

WIZARD CO., 179 Summer St., Boston, U.S.A.

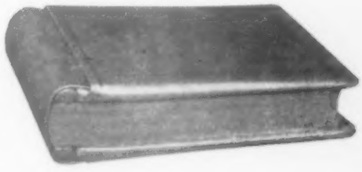
Kalamazoo
Loose Leaf Devices

What "Kalamazoo" means to every buyer of loose leaf devices

ECONOMY: With Kalamazoo devices a great saving of time and labor can be effected. They require less people—give more efficiency.

SERVICE: Kalamazoo binders defy ordinary wear and tear for a lifetime. They are guaranteed to give the maximum service and satisfaction to the user.

THE KALAMAZET is a lightweight binder, quickly opened or closed—without a key—and is of strong construction. It represents the utmost that money can buy.



THE KALAMAZOO is the binder that is saving thousands of dollars in accounting offices everywhere. Its great labor-saving features are exclusive characteristics of the Kalamazoo.

Write for booklets describing complete line

Kalamazoo Loose Leaf Binder Company

Executive Offices: Kalamazoo. Mich.

A New Model Typewriter!

Yes, the crowning typewriter triumph *is here!*

It is just out—and it comes years before experts expected it. For makers have striven a life-time to attain this ideal machine. And Oliver has won again, as we scored when we gave the world its first visible writing

The OLIVER No 9

The Standard Visible Writer

BUY IT NOW!

CAUTION

The new-day advances that come alone on this machine are all controlled by Oliver. Even our own previous models—famous in their day—never had the Optional Duplex Shift.

It puts the whole control of 84 letters and characters in the little fingers of the right and left hands. And it lets you write them all with only 28 keys, the least to operate of any standard typewriter made.

Thus writers of all other machines can immediately run the Oliver Number 9 with more speed and greater ease.

50,000 Local Agents Wanted

Write at once for "*Opportunity Book*" FREE that shows how you can win both profit and prestige—full time or spare hours—as the agent for this new Oliver No. 9. How you can secure exclusive control and sale in your home community. Learn how we give you a sample Oliver "9" on the same attractive basis as 15,000 who are now earning incomes as Oliver agents.

No experience is necessary. So do not delay and let someone else get your territory.

Write for "Opportunity Book" *at once.*

WARNING

This brilliant new Oliver comes *at the old-time price.* It costs no more than lesser makes—now out-of-date when compared with this discovery.

For while the Oliver's splendid new features are costly—we have equalized the added expense to us by simplifying construction.

Resolve right now to see this great achievement before you spend a dollar for any typewriter.

If you are now using some other make you will want to see how much more this one does. If you are using an Oliver, it naturally follows that you want the finest model.

17 CENTS A DAY!

Remember, this brand new Oliver "9" is the greatest value ever given in a typewriter.

Yet we have decided to sell it to everyone everywhere on our famous payment plan—17 cents a day! Now every user can easily afford to have the world's crack visible writer with Selective Color Attachment, and with the famous PRINTYPE that writes like print, *included FREE if desired.*

TODAY—Write for Full Details and be among the first to know about this marvel of writing machines. See why typists, employers and individuals everywhere are flocking to the Oliver. Just mail a postal *at once.* No obligation whatever.

The Oliver Typewriter Company

93 Oliver Typewriter Building, Chicago